

CHAPTER II

LITERATURE REVIEW

2.1 Theory Overview

2.1.1 The Health Belief Model

According to Yoo et al. (2016), a person's health or healthy living beliefs are made up of two parts: perceived risk and self-efficacy. Screening, risk-taking behaviors, and adherence programs have been predicted using the Health Belief Model (Rachim et al., 2021). The Health Belief Model has potential uses because it has identified several key factors in predicting whether a person will or will not engage in health-protective behaviors. Furthermore, by constructing a Health Belief Model predictive of health behaviors, altering these beliefs can lead to behavioral changes (Albery & Munafo, 2008).

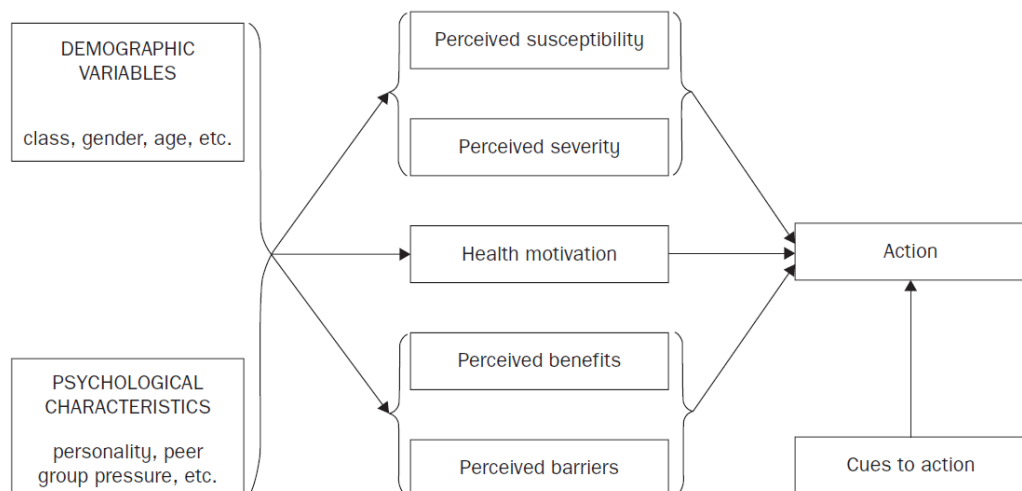


Figure 2. 1 Health Belief Model

Source: (Abraham & Sheeran, 2015)

The HBM's central concept is that people are more likely to engage in a healthy behavior if they perceive that (Glanz et al., 2015):

1. They are at risk for an illness (at risk for a disease).
2. The ailment has the potential to be life-threatening.
3. They may be able to lower their susceptibility to or severity of the condition by engaging in the course of action (behavior).
4. Taking action has its advantages.
5. Their perceived barriers (or costs) are overcome by the advantages and are insufficient to keep them from acting.

Therefore, the health belief model is known as the expectation model of a value, which essentially refers to the assumption that people will involve themselves in healthy behaviors. Firstly, when they assess the results (being healthy) related to their behavior, and secondly, when they think that the behavior seems to be able to give such results. The Health Belief Model focuses on examining health-related acts and perceiving threats as important components of comprehending how a person represents a health step (Rachim et al., 2021).

It can be concluded that the Health Belief Model is an individual belief that contains a perception of a disease that encourages the individual to want or not behave healthily, such as a form of prevention/use of health facilities, in the sense of how individuals perceive a disease can encourage individuals to want / not to do preventive behavior or do a health behavior.

2.1.2 Theory of Planned Behavior (TPB)

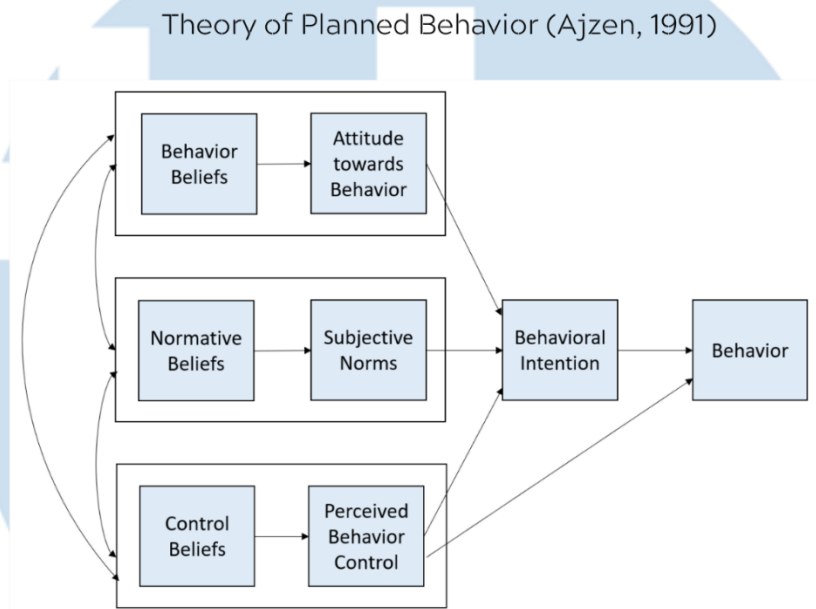


Figure 2. 2 Theory of Planned Behavior
Source: (Jogiyanto, 2007)

The Theory of Planned Behavior, or TPB, is based on ideas that might impact a person's decision to engage in certain actions. The viewpoint of trust is formed by absorbing multiple traits, qualities, and aspects of specific information, resulting in a will to act (Seni & Ratnadi, 2017).

According to Ajzen in (Wijayanti et al., 2021), TPB is a theory with a foundation related to the perspective of a belief that can influence an individual to specific actions. The belief perspective combines various characteristics and attributes of information that can form a will to behave. The decision to do something in the desired way or the presence of a stimulus to do consciously or not is called intention. The existence of this intention becomes the beginning of the

formation of a person's behavior. Therefore, TPB is suitable to be used to describe any behavior that requires planning.

TPB is an improvement over the Theory of Reasoned Action (TRA). According to TRA's scientific evidence, the intention to carry out specified activities is caused by subjective norms and attitudes toward conduct. A few years later, Ajzen in (Attiq et al., 2021) added one factor: the control of individual perception behavior or perceived behavioral control. The existence of these factors turns TRA into TPB.

TPB emphasizes that while attitudes toward conduct are significant factors in estimating an action, it is also crucial to consider a person's attitude when evaluating subjective standards and assessing their control over perceptual behavior. For example, a person's intention to behave will be higher if there is a good attitude, support from others, and a sense of ease since there are no hurdles to behaving (Animah et al., 2021). The Theory of Planned Behavior further develops the Theory of Reasoned Action (Artati et al., 2021).

The Theory of Reasoned Action (TRA), developed by Ajzen, deals with the attitudes and behaviors of individuals in carrying out reasonable activities or actions in the context of using information system technology (Wikamorys & Rochmach, 2017).

According to Waqingah (2019), TRA explains the stages of humans doing the behavior. In the early stages, this is where behavior is assumed to be determined by intention. Furthermore, Jogyanto (2007) explained that TRA assumes that behavioral intention is a function, attitude, and subjective norm to behavior.

2.1.3 Social Media

According to Mahoney & Tang (2016), social media is defined as a series of Internet-based apps built on the conceptual and technological underpinnings of Web 2.0 that allow for the creation and exchange of user-generated content. Social media has opened up new opportunities for obtaining, disseminating, and socializing information.

With all its advantages, the presence of the media has become part of human life. Social media may have altered decision-making processes by serving as a platform for open social interactions between people (Permatasari & Kuswadi, 2017).

Social media is a powerful medium for sharing information and educating people until they are persuaded to buy something. Previous research conducted by Fannani et al. (2020) proved that social media significantly and positively affects consumers' attention, interest, and search factors.

Meanwhile, social media is also a tool for people to search for health information. A network strategy may be used to deliver public health information to groups that are normally difficult to reach by using social media (Mahoney & Tang, 2016). Social media became a medium for people to get information about basic safety babywearing and recommended baby carriers from experts and communities in this study.

2.1.4 Purchase Intention

Chakraborty (2019) said that the term purchase intention is broadly treated as a predictor of purchase. According to Kotler & Keller (2016), purchase intention is the behavior of consumers who want to buy or choose a product based on their experience, use, and desire. Meanwhile, Ferdinand (2006) in Fitri & Wulandari (2020) defined a purchase intention as a consumer plan to meet their need.

Purchase intention refers to the likelihood that customers will plan to buy a specific product or service in the future (Wu et al., 2011). After considering and calculating whether the product is valuable usually, consumers will develop a purchase intention (Utami et al., 2020). Consumers with a higher purchasing intention are more likely to buy a product or service (Garg & Joshi, 2018).

2.1.5 Perceived Risk

Perceived risk is a subjective evaluation of risk in a threatening situation based on its features and severity (Neuburger & Egger, 2021). Risk perception is an interpretation or appraisal of a risk scenario based on experience or beliefs (Rachim et al., 2021). According to Hillson & Murray-Webster (2006), depending on how effectively people comprehend change and its impact as different from predicted, risk-taking effectiveness is determined by evaluating the likely form, environmental circumstances, and size of change.

2.1.6 Risk Communication

According to the World Health Organization (WHO) and Andhika and Su'ud (2021), risk communication is an activity of exchanging information and views on risk and risk-related factors among risk assessors, risk managers,

consumers, and various other interested parties. Meanwhile, Widyawati (2021) opines that risk communication is exchanging information, advice, and opinions about risk and risk-related factors in real-time between experts, public figures or officials, and people at risk.

The purpose of risk communication is so the public can make decisions to engage in risk-avoiding behavior to protect themselves and others. One of the main challenges of risk communication is knowing which information to report when assessing. Therefore, effective risk communication is critical for reducing morbidity and death while minimizing the impact on the national economy and public health infrastructure (Infanti et al., 2013).

Lundgren & McMakin (2018) have characterized three risk communication forms: care communication, consensus communication, and crisis communication. Social media could be a valuable platform to communicate the risk because it allows the two-way communication necessary for successful risk communication. Although all forms of social media can be used to convey risk communication, some are more suited for particular purposes than others. For example, while using Facebook as a communication channel, organizations can provide compelling content or share stories from at-risk people.

The key to using social media for communicating the risk is engagement. Some best practices as recommended by Lundgren & McMakin (2018) as follow:

- Beware of too much text and jargon, and think carefully about sharing information.
- Only shares information that the audience cares about.

- Interaction is the key to successful risk communication in social media. However, the organization also should know when to close the comment section to prevent a crisis. Providing contact for more information is needed when the comment section is closed.

2.1.7 Subjective Norms

Subjective norms are assumed to be a function of beliefs, where the beliefs referred to in this case are a person's beliefs about a particular individual or group who agrees or disagrees with performing a behavior. If the individual or group becomes the fulcrum of reference to direct behavior, it is referred to as referents. Furthermore, those who fall into the category of important referents are parents, spouses, close friends, coworkers, and experts in their respective fields related to the behavior to be done.

In essence, someone who has confidence in a particular referent that can motivate them to obey and think about doing a behavior can be told to receive social pressure to implement the behavior. However, conversely, if a person has confidence in a particular referent that can motivate them to obey but show disapproval to do a behavior, then a person has subjective norms that put social pressure to avoid the application of behavior (Jogiyanto, 2007).

Finally, subjective norms are constructs that combine individual beliefs about a particular reference and a person's motivation to adhere to the reference (Nurofik, 2003).

2.2 Past Research

The researcher used some earlier research as references for the current study to clarify the context and how the research approach was chosen and carried out.

The following are some of the earlier studies that were used:

Table 2. 1 Previous Research

No	Author	Title	Journal	Variables	Research Findings
1	Heydari et al. (2021)	The effect of risk communication on preventive and protective Behaviours during the COVID-19 outbreak: the mediating role of risk perception	BMC Public Health (2021) 21:54 https://doi.org/10.1186/s12889-020-10125-5	Risk Perception, Risk Communication, Protective and Preventive Behavior	The study's outcomes show that risk communication has both direct and indirect positive impacts on protective/preventive behavior. Furthermore, this study presents new data demonstrating that risk perception mediates the association between risk communication and protective/preventive behavior and that risk communication and risk perception have a two-way interaction.
2	Kim & Song (2017)	Structural Relationships among Public's Risk Characteristics, Trust, Risk Perception, and Preventive Behavioral Intention	Crisisonomy Vol.13 No.6, 85-95 ISSN 2466-1198 (Print) ISSN 2466-1201 (Online) http://dx.doi.org/10.14251/crisisonomy.2017.13.6.85 © 2017 Crisis and Emergency Management: Theory and Praxis.	Trust, Risk Perception, Preventive Behavioral Intention	The structural equation modeling results showed that risk characteristics were positively related to risk perception. Trust was connected to risk perception negatively but favorably to preventative behavioral intention. It was also discovered that risk perception was related to preventative behavioral intention. According to the findings, risk features are strong determinants of risk perception, and both trust and risk perceptions are important elements in promoting preventative behavioral intention

No	Author	Title	Journal	Variables	Research Findings
3	Rahmi et al. (2022)	Perceived risk and its role in the influence of brand awareness on purchase intention: study of Shopee users	Jurnal Siasat Bisnis Vol. 26 No. 1, 2022, 97-109	Brand Awareness, Perceived Risk, Purchase Intention	The more aware customers are of a brand, the more unfavorable impressions of the brand would emerge due to the ease with which information was spread and accepted by consumers. In addition, consumer purchasing interest might be reduced by their perception of danger. Therefore, consumer purchase intentions for a well-known brand will fall if the brand is judged to have high risk.
4	Boguszewicz-Kreft et al. (2022)	The role and importance of perceived risk in medical tourism. Applying the theory of planned behaviour	PLoS ONE 17(1): e0262137. https://doi.org/10.1371/journal.pone.0262137	Attitude, Subjective Norms, Perceived Behavioral Control, Perceived Risk,	The findings show that respondents' place of origin and health status considerably affect the impact of their opinions on behavioral intention. The study found a high link between respondents' perceived risk and their sentiments regarding MT services. Risk awareness, risk aversion, and gender all considerably reduce this association.
5	Adiyo & Wilopo (2021)	Social distancing intentions to reduce the spread of COVID-19: The extended theory of planned behavior	BMC Public Health (2021) 21:1836 https://doi.org/10.1186/s12889-021-11884-5	Attitude, Subjective Norms, Perceived Behavioral Control, Risk Perception, Media, Intention to Socially Distance	Subjective norms and perceived behavior control impacted the desire to engage in social distancing. Attitudes, subjective standards, and perceived behavioral control are all influenced by risk perception. Attitudes, subjective norms, and risk perceptions are all influenced by media exposure. There was no correlation between attitudes and intentions, media consumption, and perceived behavior control. Better and more

No	Author	Title	Journal	Variables	Research Findings
					effective risk communication, which may shift risk perception, elevate a family and religious leader, and enhance control behavior, are the keys to people's social distance. Multigroup research demonstrated that younger people had a greater link between risk perception and PBC, as well as media consumption and risk perception
6	Constantinescu-Dobra & Cotiu (2017)	Baby Wearing Buying Decision-making – A Focus Group Exploratory Study	IFMBE Proceeding, Volume 59		The result of the focus group exploratory study conducted on 30 Romanian Y Generation mothers is that the respondents are highly connected. The Internet remains the only means of information searching for the product. They tend to identify the need quickly and objectively while assessing alternatives and disseminating their opinion on social media.
7	Hasan & Suciarto (2020)	The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control towards Organic Food Purchase Intention	Journal Of Management and Business Environment ISSN 2685-5992 (media online) Vol.1 (2) January 2020	Attitude, Subjective Norms, Perceived Behavioral Control, Purchase Intention, Purchase Behavior	Adherence to organic food and perceived behavioral control substantially affect organic food purchasing intention. At the same time, subjective standards had little influence on organic food purchasing intentions. Among the other two factors, attitudes toward organic food had the greatest effect. Subjective standards have the least impact. Subjective norms or peer pressure to consume organic food

No	Author	Title	Journal	Variables	Research Findings
					have no substantial influence.
8	Dalila et al. (2020)	The Mediating Effect of Personal Values on The Relationships Between Attitudes, Subjective Norms, Perceived Behavioral Control, and Intention To Use	Management Science Letters 10 (2020) 153–162	Attitude, Subjective Norms, Perceived Behavioral Control, Personal Value, Behavioral Intention, Behavior	Personal values were an appropriate mediator construct. Furthermore, attitudes, subjective norms, and perceived conduct were shown to considerably impact both the intention to use and the actual behavior.
9	Abrams & Greenhawt (2020)	Risk Communication During COVID-19	2020 American Academy of Allergy, Asthma & Immunology https://doi.org/10.1016/j.jaip.2020.04.012	Risk Perception, Risk Communication	Hoarding behavior results from inadequate risk communication and increased risk perception, resulting in a shortage of drugs and personal protective equipment. Using social media platforms and maintaining a constant media presence is one strategy to guarantee adequate risk communication..
10	Mushi et al. (2021)	Knowledge, Attitude, and Perceived Risks Towards COVID-19 Pandemic and the Impact of Risk Communication Messages on Healthcare Workers in Saudi Arabia	Risk Management and Healthcare Policy 2021:14 2811–2824	Knowledge, Attitude, Perceived Risks, COVID-19 Pandemic, Risk Communication Messages	Healthcare workers have a reasonable understanding of and attitude regarding the COVID-19 pandemic. Risk communication is a successful method for improving healthcare workers' attitudes and practices about COVID-19 in Saudi Arabia

2.3 Framework for Thinking or Conceptual Framework

To answer the formulation of research problems and objectives, the frame of mind in this study consists of independent, mediated, and dependent variables. Risk communication and subjective norms are independent/exogenous variables, with perceived risk and perceived behavioral control as mediation variables and purchase intention as dependent/endogenous variables. The framework of thought consists of two paths, namely direct and indirect paths, where these pathways are based on some previous research and are expected to answer the shortcomings that exist.

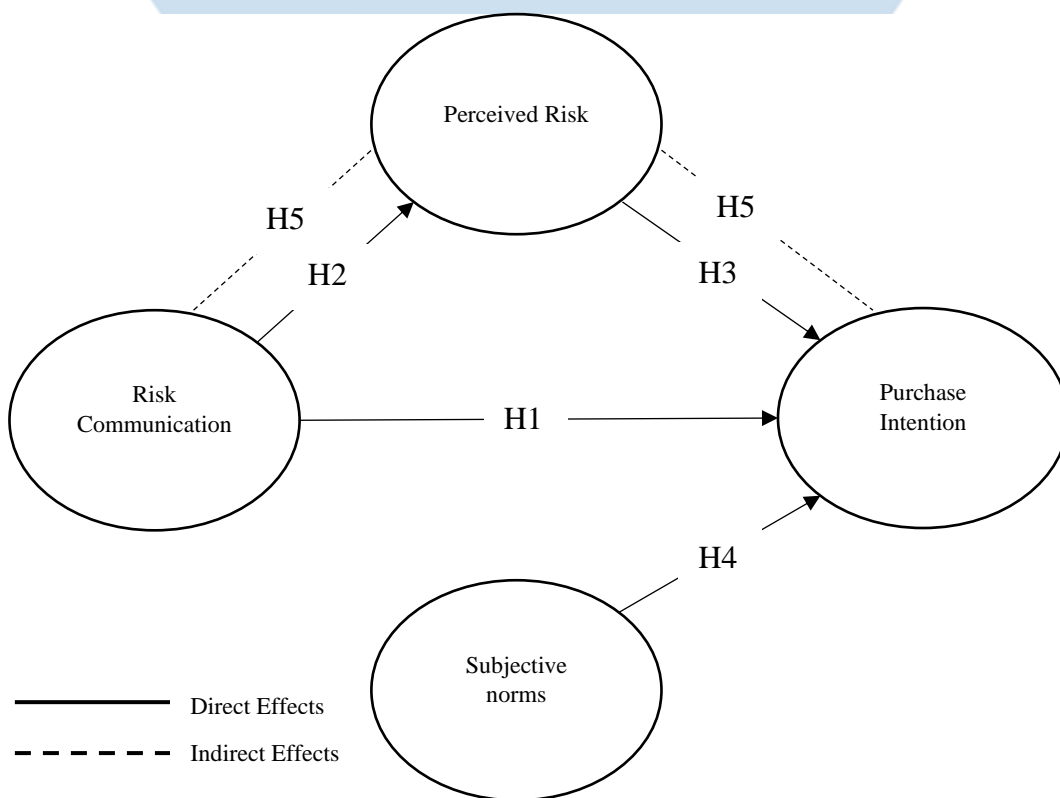


Figure 2. 3 Research Framework

Source: Researcher (2022)

2.4 Hypothesis

In order to continue the research study, the research model and the testing model will be tested based on the following hypotheses:

2.4.1 Risk Communication and Purchase Intention

Individuals require knowledge to make informed judgments and act effectively to minimize risk and uncertainty (Fung et al., 2011). Moreover, many risk communication activities change behavior or attitudes (Mao et al., 2020). At the same time, risk communication can occur in an unbound one-way way and a more involved two-way way (Terpstra et al., 2017). Furthermore, several studies have also confirmed a significant association between risk communication and purchase intention (Heydari et al., 2021). The hypotheses in this study are as follows:

H1. Risk Communication has a positive effect on the Purchase Intention of Soft Structured Carrier (SSC).

2.4.2 Risk Communication and Perceived Risk

According to the Health Belief Model theory, risk perception is positively associated with preventive/protective behavior (Miao & Huang, 2012). In health communication, a high level of risk perception makes individuals more engaged in the intention of health-protective behavior to avoid risk (Shim & You, 2015). Risk communication is likely to have real behavioral consequences (Young & Oppenheimer, 2009). Several studies have confirmed a positive and significant association between risk perception and purchase (Heydari et al., 2021). For this reason, the hypotheses in this study are as follows:

H2. Risk Communication has a positive effect on the Perceived Risk of Soft Structured Carrier (SSC) Usage

2.4.3 Perceived Risk and Purchase Intention

Perceived risk has become important in explaining purchase intention (Lăzăroiu et al., 2020). Therefore, consumers' trust and purchase intentions would be negatively affected if the perceived risk exceeds the advantages. However, according to other research, buyers concerned about risk will seek more detailed information about the product and will continue to buy after gaining a deeper knowledge of the product. For this reason, the hypotheses in this study are as follows:

H3. Perceived Risk has a positive effect on the Purchase Intention of Soft Structured Carrier (SSC)

2.4.4 Subjective Norms and Purchase Intention

Subjective norms are influenced by perceived social pressure from others to behave in a certain way and the desire to follow one's ideas. In previous studies, the influence of subjective standards on intention formation was frequently less than that of attitudes. One of the most often cited shortcomings of TPB is the relatively low link between subjective standards and purchase intention. For this reason, this study wants to try to see the influence of subjective norms on purchasing behavior intentions with the following hypotheses:

H4. Subjective Norms have a positive effect on the Purchase Intention of Soft Structured Carrier (SSC)

2.4.5 Risk Communication, Purchase Intention of Soft Structured Carrier (SSC), and Perceived Risk

Risk communication and risk are intricate procedures for managing the likelihood, severity, and possible rewards of acceptable risk (Bergstra et al., 2018). Effective risk communication and perception are required for safe conduct, particularly in high-reliability businesses and safety-critical activities (Dryhurst et al., 2020).

Risk perception is a person's subjective understanding of a danger which refers to a psychological assessment of the likelihood and implications of negative occurrences (Yıldırım & Güler, 2020). Risk perception is the degree of consequence for a person's perceived events or facts (Dryhurst et al., 2020). Risk perception is posed by an individual's cognitive and affective responses to cognitive events/facts (Ju & You, 2020). Previous research confirms that the higher the perceived risk, the lower the interest in consuming a brand (C. Chen, 2013; Wang & Hazen, 2021).

However, according to another study, buyers who are concerned about the danger will seek more detailed information about the product and will continue to make purchases after receiving a better explanation and comprehension of the product (R. Chen & He, 2003; Eggert, 2006; Petahiang et al., 2015). For this reason, the hypotheses in this study are as follows:

H5. Perceived Risk mediates the relationship between Risk Communication and Purchase Intention of Soft Structured Carrier (SSC)