Product Safety and Purchase Intentions of Trado-Medical Firms in Rivers State

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Abstract: This study examined product safety and purchase intentions of trado-medical firms in Rivers State, and adopted the causal effect approach with major predictive variable "Product Safety (PS) and major criterion variable as Purchase Intention (PI)," to show how product safety turns or predicts purchase intentions in a non-contrived setting. The population of the study consists of customers of the eight registered trado-medical firms in Rivers State. The population of this study is infinite; hence, Krejce and Morgan table was used to obtain a sample size of 380. The stratified simple random sampling technique was employed to draw 380 respondents and data was gathered from the administration of a structured questionnaire. Data was analyzed the simple regressions analysis. The results show that the product safety has a moderate, positive and significant influence on perceived price, but a weak, positive and significant influence on customer patronage. The study therefore, concludes that, product safety significantly influences purchase intention of trado-medical firms in Rivers State, and recommends that, the management of trado-medical firms should be involved in incessant modernization of product safety to guarantee optimistic of purchase intentions in order to enhance their competitiveness in this 21st century business milieu.

Keywords: Customer patronage, Perceived price, Product safety, Purchase intentions.

INTRODUCTION

From time immemorial, humans have used natural products, such as plants, animals, microorganisms and marine organisms, in medicines to assuage and take care of diseases. Historically, human use of these plants as medicines originated at about 60,000 years ago (Shi *et al.,* 2010; Fabricant & Fansworth, 2001). Trado-medical comprises practices, approaches, knowledge and values not anchored on methodical substantiation that are applied to treat, diagnose and prevent illness within a society.

When modern societies espouse long-standing health practices outside of their traditional context, such practices become "complementary, non-conventional or alternative medicine" (Crellin, 2001). Thus, the use of herbs as medicine is the oldest form of healthcare identified by man in civilization, and herbs as medicine has been used in all cultures all the way through history (Barnes, Anderson & Phillipson, 2007). Traditional or folk medicine according to de Moreira *et al.* (2014) embraces practices, advances, information and beliefs not supported on systematic substantiation that are functional to care for, make a diagnosis and put a stop to ill health contained by a society. Traditional medicine as defined by a culture's knowledge and values is context-specific, as are social structure and concessions of risk. since it is delineated by a culture's familiarity and standards.

Though, herbal medicines are habitually considered to be safer than conventional medicines because of their better tolerance. However, there are also reports of side effects and adverse reactions that have been related to herbal medicines (Shiel, 2014; Abebe, 2002). While some of these side effects and adverse drug reactions are owing to the built-in bioactive secondary metabolites existing in the herbal materials, an acceptable herbal product must be safe, stable and presented in a suitable dosage form and package (Firenzuoli *et al.,* 2005).

There is a prevalent use of trado-medical care in developing countries even though measured in relation to illiteracy and inopportune up to date health infrastructures in these areas (Ojue, 2013; Adefolaju, 2012; Osamor & Owumi, 2010; Fakeye *et al.,* 2009; Bloom & Standing, 2001; Ebo, 2000). Therefore, herbs and plants can be processed and used in diverse ways and forms, such as the entire herb, teas, syrups, essential oils, ointments, liniments, capsules, and tablets that contain a ground or powdered form of a raw herb or its dried extract as traditional medicine to stimulate customers' purchase intention.

Understanding how customers evaluate their purchase intention in the highly competitive and involved trado-medical sector ought to increased practitioner's concern, because customers set the limit of purchase intention, given that companies are able to meet their expectations. All the same, as a result of the possibility of traditional medicine spotlighting product safety, purchase intention is certain to happen. Customer purchase intention behaviour identifies with the reactions turned on by perceived satisfaction or that is psychologically approved and expeditiously harmonious in product consumption as driven by perceived quality. Product safety possibly could be the ultimate test for a company's customer orientation as they strive to create satisfactory resolutions to customer concerns, which metamorphous into purchase intention for a sustainable competitive advantage.

In recent years, consumer purchase intentions and habits have altered significantly due to economic, social and cultural transformations. For that reason, consumers ever more require safe products. At the moment, the extensively-accredited magnitude of perceived product safety has provoked scholars from a multiplicity of disciplines to explore and study the effect of perceived product safety (Aaker & Jacobson, 1987; Teas & Agarwal, 2000; Woodside & Taylor, 1978). It is evident that customers have some discernment regarding the product safety prior to departure to acquiring the product. Perceived product safety straightforwardly influences purchase intention, since it is meant to appreciate and evaluate the necessities of the consumers.

A number of studies have thus been carried out on product safety and purchase intentions. For example, Feng and Yu (2016) investigated the interactive effect of consumer animosity and perceived quality, Vo and Nguyen (2015) examined the influence of financial risk, performance risk, physical risk, store image and familiarity on perceived quality and customer purchase intention toward private labels and Leonika (2017) analyzed the influence of perceived quality, perceived price and perceived value on consumer purchase intention in traditional fabrics. The available empirical studies offer little help to trado-medical firms in Nigeria, since the level of enlightenment of consumers on the efficacy of trado-medical products is still inadequate. To the best of the knowledge of the researchers, no study on product safety and purchase intentions in the Nigerian context have been carried out. Also, most of the studies conducted on product safety and purchase intentions did not take their bearing from the Theory of Planned Behaviour.

Thus, with a view to complementing the body of knowledge on product safety and purchase intentions, the current study seeks to investigate the link between the variables; using product safety and the metrics of purchase intentions (perceive price and customer patronage), under the lens of the Theory of Planned Behaviour. It is the considered view of this researcher that a study of this nature is sorely needed especially in view of the current harsh economic conditions and the dwindling fortunes of firms in Nigeria; which has underscored the need for firms to maintain their customer base.

LITERATURE REVIEW AND HYPOTHESES

Theoretical Underpinning

This study is anchored on the theory of planned behaviour (TPB)

Theory of Planned Behaviour

The theory of planned behaviour (TPB) is a progeny of Theory of Reasoned Action (TRA), and as an accessible theory, it expounds and divulges the motivational influences on individual behaviour. Theory of Planned Behavior emphasizes the relationship between beliefs and behavior and has been utilized in studies concerning relation among beliefs, attitudes, behavioral intention and behavior (Ajzen, 1991). Behavioral intention is a signal of a person's keenness to carry out a prearranged behavior, and is anchored on attitude in the direction of the behavior, subjective norm, and perceived behavioral control, and it is supposed to be an instantaneous precursor of behavior (Ajzen, 1991). Behavior constitutes a person's discernible response in a specified state of affairs with respect to a certain target (Ajzen, 1991). Behaviour is influenced by like-minded intents and discernments of behavioral management (Ajzen, 1991). Given that this existing study intends to investigate the influence of product safety on purchase intention of trado-medical firms, the theory of planned behaviour is adopted as the basis of the study due to its stoutness in forecasting consumer purchase behaviour in a range of studies (Kalafatis *et al.,* 1999). This study lengthens the model by probing the prospective antecedents of product safety on purchase intentions as discussed earlier.

The theory of planned behaviour (TPB) was engendered from Theory of Reasoned Action (TRA). The theory of planned behaviour (TPB) breeds the theory of Reasoned Action (TRA) bearing in mind that an individual attitude in the direction of performing a meticulous behaviour and the subjective standard of social pressure takes account of that behaviour (Ajzen & Fishbein, 1980). Theory of Planned Behavior highlights on the connection between beliefs and behavior and has been employed in studies of the relation among

beliefs, attitudes, behavioral intention and behavior (Ajzen, 1991). The theory of planned behaviour has been extensively used in the research field of consumer behaviour. For example, Arvola *et al.* (2008) used the theory of planned behaviour in forecasting intentions to purchase organic foods and the outcomes confirmed that attitudes and subjective standards are capable to give details discrepancies in purchase intentions, Vermeir and Verbeke (2008) applied the theory of planned behaviour to examine the determinants of sustainable food consumption intentions amid young adults in Belgium and found that approximately 50% of the discrepancy in consumers' purchase intention was explained by the theory of planned behaviour. Given that this existing study intends to investigate the influence of dosage accuracy on purchase intention of trado-medical firms' products, the theory of planned behaviour is adopted as the foundation of the study owing to its solidity in predicting consumer purchase behaviour in a sequence of studies (Kalafatis *et al.,* 1999). This study elongates the model by inquiring into the potential forbearing of dosage accuracy on purchase intentions.

Product Safety

Safety is the probability of not originating harm under the projected circumstances of use (de Moreira *et al.*, 2014) which depends on the drug's therapeutic suggestion; in standard. Safety depend on the drug's therapeutic indication; in principle, a substance has no clinical usefulness if it is "safe" but lacks efficacy or if it is active on a relevant therapeutic target but its use is unsafe. Although these are recognized as equally essential attributes of any medicine, safety has taken precedence over proof of efficacy in drug regulation history. However, mass media reports of unfavorable events tend to be astounding and give an unenthusiastic inkling concerning the use of herbal medicines in general rather than discovering the causes of these events, which may relate to a multiplicity of issues (WHO, 2004).

Product safety in this direction therefore, implies the possibility of herbal medicine not causing harm under the projected conditions of use. However, safety mess can emanate at transmission in the system from inappropriate storage, management and delivery of the product (Thirumalai & Sinha, 2011). The safety for most of the drugs is not conventional, assortments of herbal effect have also been narrated, and some herbs are blended together with pharmaceutical drugs (De Smet, 2002). The suggestion that safety should come first in therapeutic interventions is conveyed by the famous Latin phrase "primum non nocere" ("first, not do harm"), the basis of which is vague (Smith, 2005). Correspondingly, the classical version of the Hippocratic Oath that physicians take upon entering medical practice encloses a promise that articulates a parallel idea (doctors are required to "keep patients from harm").

Globally, guidelines are prescribed for imported and locally manufactured herbal products (WHO, 2003; NAFDAC, 2013), but herbal medicine is yet to be built-in into the necessary health care system in Nigeria, however a high population of those living in rural communities depends essentially on them for their health care (Springfield *et al.,* 2000). Therefore, knowledge of the potential of herbal medicines being safe for healthcare leads to the recognition that herbal use in many parts of the world is indeed a valid source of evidence of trado-medical product safety, and when stating the sources of evidence for efficacy of herbal product usage, it should be emphasized that even though traditional use of herbal products does not ensure the safety and effectiveness of herbal medicines, it is a useful guide for classification of new pharmacologically vigorous materials in plants, and could be a productive strategy to improve knowledge on the safety of herbal medicines for the benefit of the healthcare system.

The Concept of Purchase Intention

Purchase intention is the personal behavioral inclination to a meticulous product (Bagozzi & Burnkrant, 1979). It is the possibility that a customer will demand a conscientious product (Schiffman & Kanuk, 2000; Dodds *et al.,* 1991; Fishbein & Ajzen, 1975). It is a person's mindful bargain to made to acquire a product (Spears & Singh, 2004). Purchase intention is a function of consumer's perceived benefit and value (Xu, Summers & Bonnie 2004; Dodds *et al.*, 1991; Zeithaml, 1988). Fundamentally, purchase intention represents what consumers imagine they will buy (Blackwell *et al.,* 2001) and consumers with intentions to buy certain product actually show signs of higher actual buying rates than those customers who exhibit that they have no intention of buying (Brown, 2003).

Consumers intend to obtain product because they presume they have the right price quality connection (Jean-Louse, 2011), and based on an affirmative mind-set in the direction of the brand there is the enhancement of purchase intention and concrete purchase (Byoungho & Yong, 2005). Purchase intention therefore, echoes as an assurance of re-purchase of a product at a subsequent trip. It is a premeditated conduct of an inclined consumer to buy convinced product. Purchase intention thus, provides a sufficient and significant indicator that speculates consumer behavior. This study adopts perceived quality price and customer patronage as the measures of purchase intention

Perceived Price

Perceived price is the consumer's perceptual depiction or subjective discernment of the objective price of the product (Jacoby & Olson, 1977). Price is a paramount significant key constituent of purchase intention because nearly all customers tend to focus on the brand's price which further motivates them to make a purchase. Perceived price quality significantly influences purchase intentions as changes in production have a great impact on the customers (Liew, 2015). Perceived price can prompt customers to pay for a product and be satisfied with the product which then supports their enthusiasm to purchase that of brand continually in the future. A lower price is perceived as a factor that influences consumers' to purchase (Yang & Mao, 2014), and price sensitive consumers make effort most excellently to locate a lower price (Wakefield & Inman, 2003). Therefore, businesses must focus on perceived price that will influence the purchase intention of customers.

Customer Patronage

Patronage is essentially defined by favorable attitude and repeat purchase (Dick & Basu, 1994). Customer patronage is the explicit yearnings to sustain attachments with a company (Czepiel & Culmore, 1987). The vastness or personification of reproduced customer patronage shows that a bulge in sales volume will eventually and broadly impact on company's profitability (Dcsborders, 2011). The level of customer patronage incorporates firms' capability, product or service characteristics, economic situation, political forces, social and psychological factor, competition, marketing mix program (Schiffman & Kanum, 2009; Kotler & Keller, 2006), and the obligation to glance at customer requirements that compels their values and behavior is the fundamental point presently in integrated customer relationship marketing (Kotler & Armstrong, 2014).

Customer patronage therefore, springs out of the yearning to be loyal to a firm owing to its product quality or perceived service qualities, which is exhibited in terms of attitudinal or intentional and behavioral patronages.

Empirical Review

Siregar *et al.* (2018) analyzed the influence of consumers' perception on the consumption of traditional medicinal plants by means of a binomial logit regression analysis. The findings reveal that: the consumers' perceptions affect customer satisfaction in terms of the health benefits variable, quality of traditional medicine variable, price of traditional medicine and available product; the health benefits variable and quality of traditional medicine variable partially have significant effects on customers' satisfaction.

Olayinka, Adesina and Adesokan (2017) investigated the developments of traditional medicine in Nigeria. Primary and secondary data were collected. While secondary data were collected through learned articles, newspaper clippings, official unclassified documents etc, ethnographic and survey research approaches were adopted in primary data collection- through In-depth Interviews (IDIs), Key Informant Interviews (KIIs) and questionnaires. It was discovered that; Trado-modern medicine contributes significantly to development, in health care, job creation, economic activities, growth and development.

Calvo-Porral and Lévy-Mangin (2016) examined the influence of perceived product quality of store brands on perceived value and purchase intention by means of Structural Equation Modeling (SEM), built on a sample of 439 consumers, distinctively between consumers with high perceived quality (HPQ) and low perceived quality (LPQ). The findings highlight that confidence for both HPQ and LPQ strongly influenced customers store brands' purchase intention, followed by product price. Furthermore, the study revealed a moderating role of perceived quality on some of the proposed relationships.

Habtom (2018) studied the perceptions and attitudes of modern and traditional medical practitioners about traditional medical practice in Eritrea using a cross-sectional study in 2005 in four administrative regions of Eritrea, and a sample of 100 Traditional Medical Practitioners and 100 Modern Medical Practitioners were selected for the study. Data was gathered through questionnaire and semi-structured interviews. For the period of the study period ten types of TMPs and five types of MMPs (physicians, pharmacists, nurses and health technicians) were approached. Data was analyzed through quantitative and qualitative methods, the study found that about 57% of MMPs supported the idea of combined therapy (traditional and modern) for certain types of diseases, and 53% agreed to collaborate with traditional medical practitioners in research and in the treatment of certain diseases in which the traditional medical system is claimed to be effective.

Ariffina *et al*. (2016) examined the association between the green value, emotional value, environment conscious, consumers' perceived quality, and repurchase intention towards green products at Parkson Bandar Utama, Selangor. The study espoused the quantitative research method on 200 respondents and found that a significant relationship between perceived quality and repurchases intention, a significant relationship between emotional value and perceived quality, but an insignificant relationship between emotional value and repurchase intention. The study also found an insignificant relationship between

environment conscious and perceived quality, whilst environment conscious had a significant relationship with repurchased intention.

Vo and Nguyen (2015) investigated the influence of financial risk, performance risk, physical risk, store image and familiarity affect perceived quality and customer purchase intention on private labels in Vietnamese perspective, by means of 380 participants in Ho Chi Minh City and composed data which was analyzed by SEM technique. The results demonstrated that performance risk physical risk and store image significantly influence perceived quality, performance risk, physical risk and store image have indirect effect on purchase intention through perceived quality, but a direct effect of familiarity on purchase intention. Store image significantly moderates the relationship between performance risk, physical risk and perceived quality.

Based on the review of literature, the study designed the following research design:
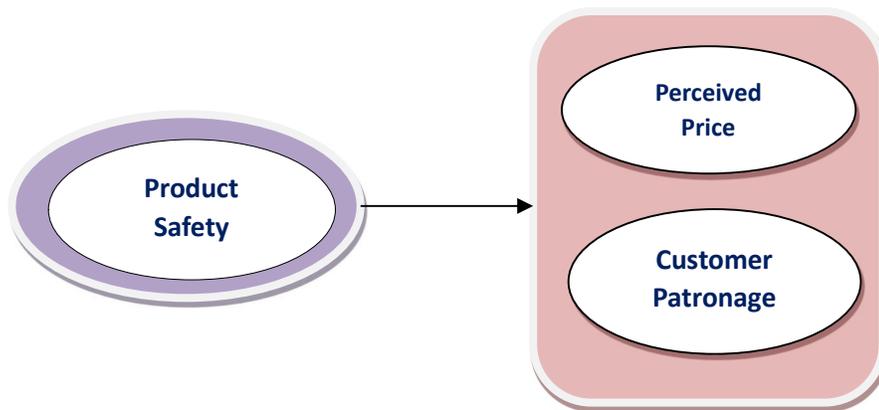
Figure 1: Conceptual Framework of Product Safety and Purchase Intentions.

Source: Authors Desk Research, 2023.

From the conceptual framework, the following hypotheses were raised:

HO$_1$:   Product safety has no significant effect on perceived price of trado-medical firms' products in Rivers State.

HO$_2$:   Product safety has no significant effect on customer patronage of trado-medical firms' products in Rivers State.

RESEARCH METHODOLOGY

This study adopted the causal effect approach with major predictive variable "Product Safety (PS) and major criterion variable as Purchase Intention (PI)," to show how product safety turns or predicts purchase intentions in a non-contrived setting. The population of the study consists of customers of the eight registered trado-medical firms in Rivers State. The population of this study is infinite; hence, Krejce and Morgan table was used to obtain a sample size of 380. The stratified simple random sampling technique was employed to draw 380 respondents and data was gathered from the administration of a structured questionnaire. Data was analyzed the simple regressions analysis.

Reliability of the Instrument

The reliability scale was examined at the end of the survey by calculating their coefficient alpha (Cronbach alpha). All scales were established to surpass a minimum threshold of 0.7. The precise outcomes of the scale reliability analysis are reported in Table 1.

Table 1: Shows the reliability measure of Product Safety and Purchase Intention (n=200).

S/N	ITEM	NUMBER OF ITEMS	CRONBACH'S ALPHA
1	Product Safety	3	742
2	Purchase Intention	3	749
3	Perceived Price	3	761
4	Customer Patronage	3	727

Source: SPSS 22.0 Output (based on 2023 field survey data).

Table 1 summarizes the reliability outcomes of the product safety and purchase intention and its metrics, which also incorporates the individual item reliability test. Significantly, all items are reliable and are employed to study product safety and purchase intention of trado-medical firms in Rivers State. The extent of the association between product safety and purchase intention can be operationalised using product safety (.742) with a 3-item measure; purchase intentions (.749) with a 3-item measure, perceived price (761) with 3-item measure, and purchase intention (749) with a 3- item measure.

RESULTS AND DISCUSSIONS

Data for this study were administered and retrieved from the respondents. Data were gathered through a 15 item questionnaires administered to the respondents. A total of three hundred and eighty (380) copies of the questionnaires produced were distributed to the respondents. Of the 380 copies of questionnaire that were distributed to the respondents, 350 copies were returned, producing a response rate of 92%. The remaining 30 copies produced and distributed were not returned and were unaccounted for. However, the returned usable rate of 92% was thought about as satisfactory for the analysis.

Statistical Test of Hypotheses

Test of Hypothesis One

HO$_1$: Product safety has no significant effect on perceived price of trado-medical firms' products in Rivers State.

Decision rule: Accept HO if P-value > 0.05, otherwise reject it and accept the HA if P-value < 0.05.

Table 2: Effect of Product Safety on Perceived Price (n=350).

Model summary of Product Safety and Perceived Price

Model R	R square	Adjusted Square	R std error of the Estimate
1 .589 [a]	.437	.434	.50668

ANOVA[b] of Product Safety and Perceived Price

	Model	Sum of squares	Df	Mean square	F	Sig.
1	Regression	59.765	1	59.765	293.397	.000
	Residual	29.780	349	.297		
	Total	89545	350			

Coefficients of Product Safety and perceived Price

	Unstandardized coefficients		Standardized coefficients		
Model	B	Std. error	Beta	T	Sig.
	.690	.259		3.569	.000
	.780				
			.589		.000

Source: SPSS 22.0 window output (2023)

The result in Table 2 indicated that the P-value is 0.000. Since the P-value (0.000) < 0.05, the study accepted the alternate hypothesis and concluded that product safety has a significant effect on perceived price of trado-medical firms in Rivers State. The coefficient of correlation (R) showed that there is 58.9% direct relationship between product safety and perceived price. R–squared value of 43.7% showed that product safety has a significant positive effect on perceived price.

The ANOVA table explains the fitness of the model as shown by. The F-ratio in the model is 293.397, which is very significant at p < 0.05. This implies that there is significant evidence to extrapolate that product safety is linearly related to perceived price. This proposes that the model is measured to be fit and that product safety has some influence on perceived price. There is also a standardized coefficient of.589 which is perfect as well as corresponding P value (sig.) of 000 which is less than alpha (0.05). Therefore, we conclude that product safety has a moderate, positive and significant influence on perceived price of trado-medical firms in Rivers State.

Test of Hypothesis Two

HO$_2$: Product safety has no significant effect on customer patronage of trado-medical firms in Rivers State.

Table 3: Effect of Product Safety on Customer Patronage (n=350).

Model summary of Product Safety and Customer Patronage

Model R	R square	Adjusted Square	R std error of the Estimate
1 .376 [a]	.256	.253	.50586

ANOVA[b][o] Product Safety and Customer Patronage

	Model	Sum of squares	Df	Mean square	F	Sig.
1	Regression	57.795	1	57.795	265.579	.000
	Residual	27.780	349	.297		
	Total	85.575	350			

Coefficients of Product Safety and Customer Patronage

	Unstandardized coefficients		Standardized coefficients		
Model	B	Std. error	Beta	T	Sig.
	.890	.458		3.569	.000
	.980				
			.376		.002

Source: SPSS 22.0 window output (based on 2021)

The result in Table 3 indicated that the P-value is 0.000. Since the P-value (0.000) < 0.05, the study accepted the alternate hypothesis and concluded that product safety has no significant effect on customer patronage of products of trado-medical firms in Rivers State. The coefficient of correlation (R) indicated that there is 37.6% direct relationship between product safety and perceived price. R–squared value of 25.6% shows that perceived price has a significant positive effect on perceived price.

The ANOVA table explains the fitness of the model as shown by. The F-ratio in the model is 265.579, which is very significant at $p < 0.05$. This implies that there is significant evidence to extrapolate that product safety is linearly related to perceived price. This proposes that the model is measured to be fit and that perceived price has some influence on purchase intention. There is also a standardized coefficient of .376 which is perfect as well as corresponding P value (sig.) of 000 which is less than alpha (0.05). Therefore, we conclude that product safety has a weak, positive and significant influence on perceived price of trado-medical firms in Rivers State.

This study investigated the influence of product safety on purchase intentions of trado-medical firms in Rivers State. The results of the first hypothesis suggest that product safety and purchase intention are positively and significantly related. This is evidenced by the results in Tables 2, particularly the associated value of the beta of .589 and p value of 0.0000 which is lesser 0.05, leading us to reject the null hypothesis of no significant relationship between these two variables. Thus, our *aprior* expectation is that product safety has positive relationship with perceived price. This finding is consistent with findings of Wee *et al.* (2014) who found that consumer's perception of safety, health, environmental factors and animal welfare of the products significantly influence intention to purchase organic food as well as the results of Vo and Nguyen (2015) who indicated that performance risk, physical risk and store image have indirect effect on purchase intention through perceived quality.

Also, the results of second hypothesis in Table 3 suggest that product safety has a weak, positive and significant influence on customer patronage as evidenced by the beta sign (= .376) corresponding to product safety which is positive, with a p-value (= 0.0000) that is below all conventional levels. This leads us to reject the null hypothesis that product safety does not significantly influence customer patronage. We expected *apriori*, that the relationship between product safety and customer patronage is positive and significant. Also, in affirmation to this position, our results point to the direction that engaging in activities that make product safety sustains businesses uniquely and usually focuses them only on the economic objectives in the form of enhancement in customer patronage. This result matches previous studies found in the literature such as Calvo-Porral and Lévy-Mangin (2016) whose findings showed that a significant positive relationship exists between perceived product quality of store brands on perceived value and purchase intention. The findings corroborates the findings of Olayinka *et al.* (2017) who found that, trade-modern medicine contributes significantly to development of health care, job creation, economic activities, growth and development, and Ariffina *et al.* (2016) who revealed a significant relationship between perceived quality and repurchases intention.

These result demonstrated the significant influence of product safety, matching previous studies found in the literature.

CONCLUSION AND RECOMMENDATIONS

This study examined the effect of product safety on purchase intention of trado-medical firms in Rivers State. The study posits that product safety as investigated is optimistically connected with the metrics purchase intention, although in different directions. The study found that there is a moderate, positive and

significant influence of product safety on perceived price but a weak, positive and significant influence on customer patronage presenting a good conclusion that product safety can stimulate the metrics of purchase intention (perceived price and customer patronage), and it is satisfactory to reason that trado-medical firms' stress on purchase intention is as an upshot of lofty contemplation of the association of product safety and the metrics of purchase intention as a realistic way out that can breed a number of benefits for trado-medical firms' with unfathomable analytical results. The study therefore, concludes that, product safety significantly influences purchase intention of trado-medical firms in Rivers State, and recommends that, the management of trado-medical firms should be involved in incessant modernization of product safety to guarantee optimistic of purchase intentions in order to enhance their competitiveness in this 21st century business milieu.

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