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Diabetes friendly logo: Determinants of the purchase intention

ABSTRACT

This research is on the behavioural intention towards consumer products with diabetes friendly logo (DFL) that is based on the Theory of Planned Behaviour (TPB). It is vital conduct this prevalence of diabetes in 2002 was estimated to be 2.8% and expected to rise to 4.4% in 2030. The objective of this study is to find out whether consumers have the intention to purchase consumers products with DFL on it and to determine which attribute of DFL that influence the intention to product purchase. Self-administered questionnaire were used to gather data throughout Malaysia using convenience sampling. The questionnaire consisted of items that measured health concern, attitude towards product with DFL, subjective norms, perceived behavioral control, perceived obligation and intention to purchase products with DFL. Data were analyzed using descriptive statistics, correlation and multiple regressions. The results of the regression indicated that the linear combination of the five predictors is significantly related to the intention of purchasing products with DFL. Attitude towards products with DFL is the most important predictor of purchase intention followed by subjective norms, perceived moral obligation and perceived behavioral control. However, health concern was found to be not significant in predicting intention.

Keywords: Consumer Products; Diabetes; Logo; Theory of Planned Behavior