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Structural equation modeling for healthy food products purchase intentions

ABSTRACT

Health promoting goods and services have been recognized as one of the elements that drive healthy living and seen pivotal to reduce the number of critical illnesses, The purpose of this to examine the relationship between health concerns with attitude towards healthy foods products, subjective norms, behavioral control and moral obligation which in turn may affect the purchase the purchase intention of healthy food products. The theoretical framework is based on Theory of Planned Behavior (TPB). Data was collected from 311 convenience sample using 7-points likert scale items. Confirmatory factor analysis and structural equation modeling were employed in the data analysis. The result indicate that health concerns have significant effort on the four constructs of the TPB which in turn have significant effect on purchase intention of healthy food products.

Keywords: Food, Health concern, Healthy product, Purchase intention