



Application of the theory of planned behavior to the purchase intention towards diet supplements in badung regency

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Abstract

The aims of this research are to explain the influence of health awareness, normative influence, and informational influence on attitude and the influence of attitude on the intention to purchase diet supplements which can be useful for diet supplement product marketers in developing marketing strategies by increasing the health awareness of the people through health campaigns, approach on group references, choose experts such as doctors, pharmacists, and health consultants as competent providers of information and to increase the use of information media to support the advantages and benefits of the products they offer. This research is an associative research, sample is determined using the purposive sampling method and the total sample is 100 respondents. This research is conducted in Badung Regency in which the respondents are those who have never purchased diet supplement before, have an education level of at least high school and are working. Data is analyzed using the Structural Equation Modelling (SEM) analysis technique based on Partial Least Square (PLS). The research results revealed that Health Awareness, Normative Influence, and Informational Influence have positive and significant influence on attitude, and attitude has positive and significant influence on the intention to purchase diet supplements.

Keywords: health awareness, normative influence, informational influence, attitude, and purchase intention

Introduction

The people's change in lifestyle and the increase in awareness of the importance of prevention affects the food consumption patterns, specifically for supplement products. On the other hand, work routine demands everything to be faster and results in unhealthy food intake pattern, consumption of fast food and the inability to spare time for exercises which leads to obesity. The Basic Health Research Result Report (*Laporan Hasil Riset Kesehatan Dasar*) published by the Agency of Health Research and Development, Ministry of Health of Indonesia, in the years of 2007 and 2013 revealed that the body mass index of the people above 15 years old in Badung Regency experienced an increase. For the overweight category there was an increase from 8,6% in the year of 2007 to 16% in 2013, while for obesity, from 9,7% in the year of 2007 to 22,6% in 2013. Meanwhile, the income of the people in Badung Regency, as quoted from Statistics Indonesia (BPS) in Bali Province year 2016^[4], is the highest in Bali Province which would certainly affect the consumption ability of the people. From the review on these facts and information, a pre-research has been conducted on 30 (thirty) people who live in Badung Regency and have never consumed diet supplements before. The pre-research result showed that 93% are willing to buy diet supplements with the objective to decrease their body weight. This intention is influenced by their friends and family along with the testimonies/experiences of other people.

This research adopts the Theory of Planned Behavior which is a framework used to investigate the factors that may influence consumer behavior. Theory of Planned Behavior states that there are three independent factors which determines the behavioral intention, namely attitude, subjective norm and

behavioral control perception (Ajzen, 1991)^[1]. The model of consumer behavior explains that consumer's purchase decision is not only influenced by the individual characteristics of the consumer, but is also influenced by the stimulation of the company which consists of product, price, place and promotion (Kotler and Keller, 2009:63). Yap *et al.* (2014) stated that consumers intention to consume food supplements are determined by the attitude and characteristics of the consumers along with the social influence (normative and informational) and control. The intention to consume diet supplements is influenced by the social influence in the form of normative and informational, behavioral control perception and attitude which is moderated by health motivation (Noor *et al.*, 2014)^[37]. Consumer's characteristics in terms of health awareness tend to stimulate consumers to follow a healthy lifestyle, such as exercising, consume healthy food and food supplements (Mai and Hoffman, 2012)^[38]. Consumers' awareness regarding health motivates them to increase and/or maintain their health and life quality by performing healthy life behaviors (Hsu *et al.*, 2016)^[21].

Normative influence involves social pressure from co-workers, friends, parents, family and other social environments to adjust to the expectations and the desire to maintain the group's harmony or to be positively evaluated by other people, and to be liked by members of other groups (Chia Ying Li, 2013)^[9]. Informational influence comprises of the elements of relevant information quality, credibility of the information source and the quantity of information available in various source of media such as retail stores, books, magazines, internet and other mass media sources, information from co-workers, family, doctors and health

professionals, which influence the decision to use health supplements (Filier and Raffaele, 2014; Yap *et al.*, 2014) ^[17]. Baker and Ozaki (2008) stated that consumers with positive attitude towards the environment does not necessarily mean that their attitude will become purchase actions. The instrumentals of attitude which involves feeling the benefit related to food supplement consumption is deemed to be more relevant compared to the affection aspect in the form of pleasure or enjoyment in consuming food supplements. Attitude functions as the key determinant of the intention to behave. The better the attitude of a person, the stronger their intention to behave (Teng *et al.*, 2015) ^[51]. There are some researchers who have conducted studies using the attitude variable in the consumption of food and food supplements, namely: Chung *et al.* (2012) ^[10]; Noor *et al.* (2014) ^[37, 54]; Yap *et al.* (2014) ^[37, 54]; Al Swidi *et al.* (2014) ^[49]; Suki (2016) ^[47] and Hansen (2016) ^[19].

Literature Review

Theory of planned behavior

Theory of Planned Behavior is the framework which is used to investigate the factors that influence consumer behavior. Theory of Planned Behavior states that there are three independent factors which determine behavioral intention, namely attitude, subjective norm and behavioral control perception. Intention is an indicator of the extent consumers are willing to try something and how far they would put in effort on certain behaviors. Thus, the stronger the individual intention to perform certain behaviors, the higher the probability for the behavior to be performed (Ajzen, 1991) ^[1].

Health Awareness

Health awareness is defined as the reflection of self awareness by performing actions which prevent illness or diseases (Cheung *et al.*, 2015) ^[11]. Health awareness refers to consumer's understanding of changes in health condition and improvement in health standards. Consumer awareness regarding health motivates them to improve and / or maintain their health and their quality of life by performing healthy life behaviors.

Normative Influence

Normative influence involves social pressure from co-workers, friends, parents and others to adjust towards their expectations. Normative influence occurs in a group based on the desire to maintain the harmony within the group or to be evaluated as positive by other people, and to be liked by members of other groups (Chia Ying Li, 2013) ^[9].

Informational Influence

Informational influence comprises of the elements of relevant information quality, information source credibility and quantity of information available (Filier and Raffaele 2014) ^[17]. Information related to diet supplements and health are

available in various medias, such as retail stores, books, magazines, internet and other mass media sources, information from colleagues, family, doctor and health professionals are also important in influencing health decisions (Yap *et al.*, 2014) ^[17].

Attitude

Attitude towards a behavior refers to the extent a person values that behavior or evaluates whether that behavior is beneficial or not (Ajzen, 1991) ^[1]. Attitude functions as the key determinant of behavioral intention. The better the attitude of a person, the stronger their intention to perform a behavior (Teng *et al.*, 2015) ^[51]. The mental condition of a person reflects the individual's overall positive or negative evaluation on a certain behavior. Attitude emerges from a matter which is more specific, stands out and reflects the belief felt related to a certain behavior.

Purchase Intention

Purchase intention is the willingness to purchase a certain product in the future (Chung *et al.*, 2012) ^[10]. Consumers have the intention to purchase diet supplements and is influenced by social influence, which comprises of normative and informational, behavioral control perception, attitude which is moderated by health motivation and added with the consumer character variable towards health. (Noor *et al.* 2014; Yap *et al.* 2014) ^[17, 37].

Research Method

This research is an associative research as it aims to examine the influence of the research variables which consists of health awareness, normative influence, informational influence, attitude and the intention to purchase diet supplements. The primary data is the data attained directly from the source or people who have never used diet supplements before, by having them answer the questions given by the researcher. The secondary data consists of information related to the increase in distribution permit of health supplements and the health research regarding over weight and obesity.

This research is conducted in Badung Regency and the respondents have never used diet supplement products before with a minimum education level of high school or equivalent and are working. The population of this research is all of the people who live in Badung Regency who are interested in purchasing diet supplements, so the total population is unidentifiable or can not be determined with certainty (infinite). This research has 20 indicators, and the sample is 100 respondents determined using the purposive sampling method. The data is analyzed using the IBM SPSS Statistics 22 software and the data analysis method is the Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach using the Smart PLS 2.0 software. The conceptual framework of this research is displayed in Picture 1:

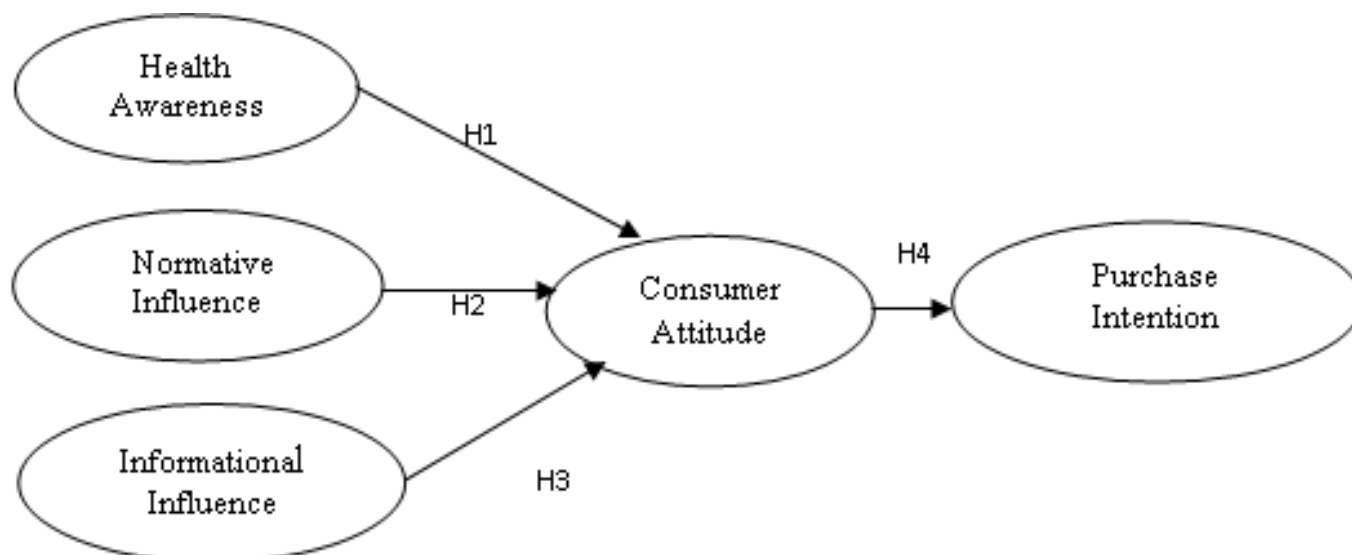


Fig 1: The Conceptual Framework Model Source: Development of Yap *et al.*'s (2014) Research Model

Health awareness has positive and significant influence on the attitude to consume organic products and food supplements (Hasan *et al.* 2008 ^[33]; Stafford *et al.* 2016 ^[50]; Yap *et al.* 2014) ^[54]. Different results have shown that health awareness does not influence the attitude to consumer organic food in Taiwan and Hong Kong and use organic body care products in Shanghai China (Kim *et al.* 2011 ^[25]; Hsu *et al.* 2016 ^[21]; Cheung *et al.* 2015) ^[11]. Based on the results of these empirical studies, the hypothesis is formulated as follows :

H1: Health awareness has positive and significant influence on the attitude to purchase diet supplement.

Normative influence has positive and significant influence on the attitude in many research object such as the factor which encourage consumers to switch to the purchase of organic products, choose food made from fish, consume diet supplements (Noor *et al.* 2014 ^[37]; Yap *et al.* 2014 ^[54]; Basha *et al.* 2015) ^[5]. Based on these empirical study results, the hypothesis can be formulated as follows :

H2: Normative influence has positive and significant influence on the attitude to purchase diet supplements.

Information related to food and health supplement is made public through several medias such as retail stores, books and magazines, internet and other mass media sources (Dutta-Bergman, 2009) ^[16]. Health information can increase the awareness or expectation of consumers regarding the benefit of a product and result in a more positive attitude (Visschers *et al.*, 2010) ^[52]. Information source used by consumers such as retails, producers, and e-WOM have positive influence on the formation of the attitude to purchase certain brands (Chen *et*

al., 2016) ^[12]. Based on the results of these empirical studies, the hypothesis is formulated as follows :

H3: Informational influence has positive and significant influence on the attitude to purchase diet supplements.

Attitude has positive and significant influence on the intention to use soybean-based diet supplement, purchase green products, purchase organic food, and diet supplements (Chung *et al.* 2012 ^[10]; Suki 2016 ^[47]; Liang 2016; Yap *et al.* 2014 ^[54] and Noor *et al.* 2014) ^[37]. Based on the result of these empirical studies, the hypothesis is formulated as follows :

H4: Attitude has positive and significant influence on the purchase intention towards diet supplements

Results and Discussions

The characteristics of respondents are as follows: 75% of the respondents are female, 25% are male, most are in the age range of 31 – 35 years old with a percentage of 28%, 65% are married, 50% are holding an undergraduate education degree, 54% are working as private employees, and most have an income between IDR 2.500.000,- and IDR 4.500.000,- with a percentage of 40%. So the profile of respondents in this research are mostly women, aged between 31 – 35 years old, are married, with an undergraduate education degree, work as private employees and their incomes are between IDR 2.500.000,- and IDR 4.500.000,-.

The validity test result of the 30 respondents is shown in Table 1 which reveals that the instruments in this research have product moment scores greater than 0,30 with significance level of lower than 5 percent, therefore all the question items in the questionnaires are deemed valid.

Table 1: Validity test results

Variables	Indicators	Correlation Coefficient	Significance	Description
Health Awareness	X1.1 Pay more attention to health than most people	0,816	0,000	Valid
	X1.2 Aware of the importance of health	0,903	0,000	Valid
	X1.3 Maintain Health	0,904	0,000	Valid
	X1.4 Read articles and information related to health	0,867	0,000	Valid
	X1.5 Worried about health	0,708	0,000	Valid
Normative Influence	X2.1 Purchase the brand agreed upon	0,798	0,000	Valid
	X2.2 Family/Husband/Wife/friends will support if I consume the product	0,919	0,000	Valid
	X2.3 Willing to consume	0,789	0,000	Valid
	X2.4 Willing to consume it if family/husband/wife/friends support it	0,887	0,000	Valid
Informational Influence	X3.1 Consult with experts	0,840	0,000	Valid
	X3.2 Observe the diet supplement brand purchase	0,861	0,000	Valid
	X3.3 Ask and hear from other people regarding their experience	0,854	0,000	Valid
	X3.4 Collect Information regarding the diet supplement	0,885	0,000	Valid
Consumer Attitude	Y1.1 The money used to purchase the diet supplement is well worth it	0,890	0,000	Valid
	Y1.2 It is important to consume the diet supplement	0,842	0,000	Valid
	Y1.3 Gain benefit from consuming diet supplements	0,941	0,000	Valid
Intention	Y2.1 Intend to consume	0,911	0,000	Valid
	Y2.2 Plan to consume	0,881	0,000	Valid
	Y2.3 Will start to consume from now onwards	0,913	0,000	Valid
	Y2.4 Maybe will consume	0,877	0,000	Valid

From the reliability test, the Alpha Cronbach's value of the health awareness variable is 0,893, normative influence is 0,871, informational influence is 0,880, attitude is 0,866 and intention is 0,905. All instruments have values of greater than 0,7 which means that all are reliable.

Partial Least Square (PLS)

The measurement model evaluation criteria, namely convergent validity by viewing the outer loading on each

indicators, discriminant validity and composite reliability. The Outer Loading and Average Variance Extracted (AVE) attained are above 0,5 such as displayed in Table 2, which means that the indicators used in this research are valid or fulfill the convergent validity requirements. The composite reliability result of the variables' indicators in Table 2 shows that all variables have composite reliability values of greater than 0,7, therefore are deemed as reliable.

Table 2: Validity and Reliability Analysis

Variables	Indicators	Factor Loading	Cronbach's α	Composite Reliability (CR)	Variance Extract (AVE)
Health Awareness	X1.1 Pay attention on health more than others	0,842	0,879	0,912	0,676
	X1.2 Aware of the importance of health	0,857			
	X1.3 Maintain health	0,854			
	X1.4 Read articles and information related to health	0,810			
	X1.5 Worried about health	0,740			
Normative Influence	X2.1 Purchase the brand agreed upon	0,757	0,828	0,888	0,661
	X2.2 Family and friends will encourage the purchase	0,854			
	X2.3 Family and friends expect to purchase diet supplement	0,839			
	X2.4 Family and friends think it is a must	0,797			
Informational Influence	X3.1 Consult with experts	0,821	0,814	0,877	0,642
	X3.2 Observe the purchase of diet supplements brand	0,751			
	X3.3 Ask and hear from other's experience	0,816			
	X3.4 Collect information regarding the diet supplements	0,814			
Consumer Attitude	Y1.1 The money used to purchase the diet supplements are well worth it	0,853	0,855	0,912	0,775
	Y1.2 It is important to consume diet supplements	0,877			
	Y1.3 Gains the benefit of consuming diet supplements	0,910			
Intention	Y2.1 Intend to consume	0,812	0,879	0,917	0,734
	Y2.2 Plan to consume	0,826			
	Y2.3 Will start to consume from now onwards	0,863			
	Y2.4 Maybe will consume	0,874			

The results of the discriminant validity test must fulfill the requirement in which the square root value of AVE must be greater than the correlation value of each variable. The cross loading value shows that each indicator has the largest outer loading value when they are connected with the endogen indicator. This shows that each indicator accurately explains

their respective endogen variables. Based on the discriminant validity, all indicators are proved to be valid. The goodness of fit of the measurement model can be determined after the bootstrapping process by viewing the t-statistics value, with a requirement that the t-statistics must be greater than the calculated t value of 1,960.

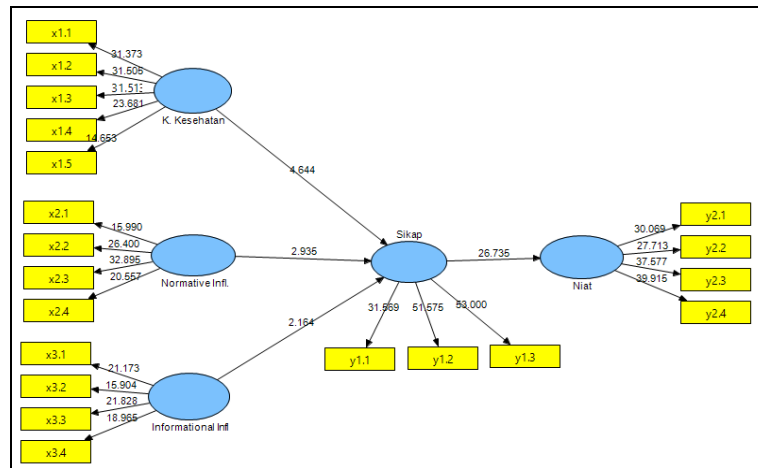


Fig 2: Bootstrapping Results

The R-squared (R^2) value of the consumer attitude variable is 0,607 and for the intention variable, the R^2 value is 0,623 which indicates that the structural model is categorized as good because the exogenous variables are more capable of explaining the endogen variable. The Q-square (Q^2) calculation results attained is 0,613, which means that the Q^2 value is nearing 1 (one) and it can be interpreted that the model is better.

Hypothesis Test

The hypothesis test is based on the value attained from the structural model analysis, the level of significance in the path coefficient is attained from the t-value and the standardized path coefficient. The limit of the hypothesis test t-value of the factor loadings is greater than the critical value ($\geq 1,96$). The hypothesis test result is displayed in Table 3.

Table 3: Path Coefficient Value (Mean, STDEV, T-Value)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	Conclusion
Health Awareness → Attitude	0,388	0,389	0,083	0,083	4,644	Significant
Normative Influence → Attitude	0,276	0,285	0,094	0,094	2,935	Significant
Informational Influence → Attitude	0,235	0,23	0,109	0,109	2,164	Significant
Attitude → Intention	0,789	0,791	0,03	0,03	26,735	Significant

The hypothesis test result in Table 3 shows that all the relationships between variables are positive with a t-statistics > 1,96. This means that the health awareness variable, normative influence and informational influence have positive and significant influence on the attitude variable. The attitude variable has positive and significant influence on the purchase intention variable.

The health awareness variable has positive and significant influence on attitude. This means that the higher the health awareness of a person, the more positive their purchase attitude on diet supplements. This is in line with the research result produced by Hassan *et al.* (2008) and Stafford *et al.* (2016) which found that health awareness has a positive influence on the consumption attitude towards organic products. Yap *et al.* (2014) in their research regarding consumptions of diet supplements by students in Malaysia. Different with the research conducted by Cheung *et al.* (2015),

Hsu *et al.* (2016), Kim *et al.* (2011) which stated that health awareness has a negative influence on the consumption of organic food.

The normative influence variable has a positive and significant influence on purchase attitude. This means that the better the normative influence received by a person, the more positive the purchase attitudes towards diet supplements. This result is in line with the research conducted by Basha *et al.* (2015) which identified the factors that motivate consumers to switch to organic food. Noor *et al.* (2014) and Yap *et al.* (2014) in their study regarding the student’s consumption of diet supplements in Malaysia with a total sample of 438 respondents showed that normative influence has a positive and significant influence on purchase attitude.

The informational influence variable has positive and significant influence on the purchase attitude towards diet supplement. This means that the more the informational

influence received by a person, the more positive the purchase attitude towards diet supplement. This result is in line with the research conducted by Chen *et al.* (2016) ^[12] and Teng *et al.* (2015) ^[51], which studied the retail market in China, producers, e-WOM and organic food consumption in Taiwan, and found that informational influence has positive and significant influence on the formation of consumer's purchase attitude. Noor *et al.* (2014) ^[37] and Yap *et al.* (2014) ^[54] conducted studies on university student's diet supplement consumption in Malaysia and revealed that information influence has positive and significant influence on purchase attitude.

The attitude variable has positive and significant influence on purchase intention. This shows that to increase the intention to purchase diet supplements, a positive attitude is needed. The more positive the attitude of a person, the larger their purchase intention towards diet supplements. This result is in line with the research by Chung *et al.* (2012) ^[11] and Suki (2016) ^[47] which studied about the consumption of diet supplements made from soya beans in Shanghai China and purchase of green products in Malaysia, and revealed that attitude has a positive influence on the intention to purchase soya bean-based supplements and green products. Liang (2016) who conducted a research on the purchase of organic food in Taiwan found that attitude has positive influence on the intention to consume organic food. Other research results also stated that attitude has positive influence on intention (Yet *et al.*, 2014; Noor *et al.*, 2014) ^[37].

Conclusions and Recommendations

Health awareness, normative influence, and informational influence have positive and significant influence on the intention to purchase diet supplements. This can be interpreted as the more a person has an awareness regarding health, added by the better the normative influence and the more the informational influence, then the more positive the purchase attitude towards diet supplements as a result. Attitude has positive and significant influence on the intention to purchase diet supplement. This means that, the more positive the purchase intention towards diet supplement, the larger the intention to purchase diet supplement.

After reviewing the analysis, there are some matters which must be considered; the worries regarding health is frequently caused by the lack of understanding by the people regarding health awareness, and for this there is a need for synergy supported by governmental elements in the form of training and health guidance activities. Support from the social environment, which is by friends and family, in educating the benefits and usefulness of consuming diet supplements must be utilized by the marketers to introduce the advantages of their products. Marketers must provide product information to consumers may it be on outlet displays or even product knowledge from the marketer in order to attract consumers to learn more regarding the product.

Research Implications

Based on the analysis results and the hypothesis test, the model on the intention to purchase diet supplements fulfills the goodness of fit requirement. In the model, normative influence and informational influence have positive and

significant influence on attitude. Attitude positively and significantly influences the intention to purchase diet supplement. With modifications by adding in the health awareness variable, this variable is able to positively and significantly influence attitude. Theoretically, the model in this research is suitable to be used to study diet supplement consumer behavior.

In this research the concept of developing health awareness on the people needs to be supported by governmental institutions to create a campaign regarding healthy lifestyle and counter the obesity phenomena. The reference group, which in this case are friends and family, are expected to purchase diet supplements. To be able to convince individuals to purchase diet supplements using the group reference approach, marketers should consider using information sources that can support and explain their product's advantage, which in this case could be experts such as doctors, pharmacy experts and health consultants. Consumers use the perception of supplement product benefits as predictors. Positive consumer attitudes will arise if marketers are able to convince individuals regarding the benefits of consuming diet supplement products.

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