ABSTRACT

According to the survey of Food Industry Research and Development Institute (2007), it estimates the beauty-related health food products will have the highest growth rate among the health food market in Taiwan in the next three years. The growth rate is about 6.8%. Currently the cosmetology skin care health food products are still in its early market stage, it is very rare to be seen in the market. Due to the trend of female beauty, the use of oral health care products to help skin maintain its original function is a good market and is worth of exploring. Therefore, this study uses the theory of Planned behavior which was proposed by scholar Ajzen (1989) as the basic structure to explore the relationship between behavior intention and attitude toward the behavior, subjective norm and perceived behavior control.

In this study, the SEM linear structural equation was used to understand how the three variables, the attitude toward the behavior, subjective norm and perceived behavioral control affect the consumers' behavior intention for purchasing the cosmetology skin care health food products. There are three conclusions in this study: 1. Attitude toward behavior plays a significant part to form the behavior intention; 2. Subjective norm does not play a significant part to form the behavior intention.; 3. Perceived behavioral control plays a significant part to form behavior intention.

Keywords : theory of planned behavior、attitude toward the behavior、subjective norm、perceived behavioral control、behavior intention

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