

A Study on Healthy Foods Message and Purchase Intention

游明正、林英顏

E-mail: 9607688@mail.dyu.edu.tw

ABSTRACT

With the era of advanced age is coming, the people's average life-span has been prolonged. However, chronic diseases prevail. The issue of nutrition and health care become more important than ever. And the prosperity of health foods market can be expected. The purpose of this research is to study the relationship between the messages of healthy foods and purchase intention. Then testify it with questionnaires. According to this research, we found that the difference of willing to buy healthy foods is not obvious no matter how much message they received. The hypothesis one was not approved. If we use the Regression Analysis to control the variable of attribute-population (gender, age), expectation of healthy foods and condition of personal health, then to analyze the relationship between the willingness and message (personal relationship, news about consumers and advertisement for healthy foods), we found out that the influence of personal relationship over purchase intention is the highest (standardizing coefficient : 0.292, $p < 0.01$). The influence of consumers' report of healthy foods over purchase intention is higher (standardizing coefficient : 0.192, $p < 0.01$). The hypothesis two was approved. The influence of advertisement of healthy foods over purchase intention is lower (standardizing coefficient : 0.070, $p > 0.05$). And if the message transmission of healthy foods is positive, the willingness of people to buy (standardizing coefficient : 0.292, $p < 0.01$) is higher than negative message transmission (standardizing coefficient : 0.066, $p > 0.05$).

Keywords : healthy foods ; message source ; positive-negative message ; purchase intention ; expectation

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