

女性消費者購買美容護膚保健食品之行為意圖：以計劃行為理論觀點

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摘要

根據食品工業發展研究所(2007)的調查，預估未來三年台灣保健食品整體市場成長率最高的是美容相關類的保健食品，成長率約達6.8%。目前市場上美容護膚保健食品尚處於萌芽階段，在銷售市場上較屬罕見，由於女性愛美的趨勢，利用口服的保健食品去幫助皮膚保持原有的防禦機能是非常值得探討的市場。因此，本研究以學者Ajzen(1989)提出計劃行為理論為架構，探討態度、主觀規範、知覺行為控制與行為意圖之間的關係。

本研究利用SEM線性結構方程式了解態度、主觀規範、知覺行為控制三項變數如何影響消費者購買美容護膚保健食品的行為意圖。研究結果有三點發現:1.態度對行為意圖達顯著性;2.主觀規範對行為意圖達不顯著;3.知覺行為控制對行為意圖達顯著。

關鍵詞：計劃行為理論、態度、主觀規範、知覺行為控制、行為意圖

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