

The Female Consumer Purchases Behavior of Intention the Cosmetology Skin Care Health Foods - Planning Behavi

張嫻珽、鄭華清

E-mail: 9806133@mail.dyu.edu.tw

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 behavior 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

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	x
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	4
第三節 研究流程	5
第二章 文獻探討	6
第一節 推理行動理論	6
第二節 計劃行為理論	21
第三節 美容護膚保健食品	33
第三章 研究方法	39
第一節 研究架構	39
第二節 研究假設	41
第三節 研究變數操作型定義	42
第四節 研究對象及抽樣設計	47
第五節 信度與效度分析	48
第四章 研究結果與分析	54
第一節 樣本結構分析	54
第二節 模式的估計與檢定	61
第五章 結論與建議	75
第一節 研究發現	75
第二節 實務上建議	77

第三節 研究限制與後續建議	79
參考文獻	80

表目錄

表 2-1 行為意圖量表	10
表 2-2 各學者對行為意圖的定義	14
表 2-3 各學者對態度的定義	18
表 2-4 各學者對主觀規範的定義	20
表 2-5 各學者對知覺行為控制的定義	28
表 2-6 計劃行為理論在保健食品的國內、外相關文獻	31
表 2-7 一般定義保健食品的分類	34
表 2-8 國內保健食品銷售概況	36
表 2-9 不同消費族群對保健食品重視的功能訴求	36
表 2-10 保健食品未來三年產品趨勢(功能訴求)	37
表 3-1 購買美容護膚保健食品態度的衡量問項	42
表 3-2 購買美容護膚保健食品主觀規範的衡量問項	43
表 3-3 購買美容護膚保健食品知覺行為控制的衡量問項	44
表 3-4 購買美容護膚保健食品行為意圖的衡量問項	46
表 3-5 購買美容護膚保健食品人口統計變數的衡量問項	46
表 3-6 本研究問卷研究變數之信度分析	48
表 3-7 態度KMO and Bartlett球形檢定、累積解釋變異量	50
表 3-8 態度的成份矩陣	50
表 3-9 主觀規範KMO and Bartlett球形檢定、累積解釋變異量	51
表 3-10 主觀規範的成份矩陣	51
表 3-11 知覺行為控制KMO and Bartlett球形檢定、累積解釋變異量	52
表 3-12 知覺行為控制轉軸後的成份矩陣	52
表 3-13 行為意圖KMO and Bartlett球形檢定、累積解釋變異量	53
表 3-14 行為意圖轉軸後的成份矩陣	53
表 4-1 敘述統計分析表	55
表 4-2 本研究各變項的統計量彙整表	57
表 4-3 本研究主要變數之間相關係數分析	61
表 4-4 潛在變項與觀察變項之路徑符號表	62
表 4-5 結構方程模式符號表	63
表 4-6 基本配適標準表	65
表 4-7 整體模式配適標準	67
表 4-8 修正後整體模式之衡量分析表	70
表 4-9 修正後整體模式之綜合指標評鑑表	71
表 4-10 結構模式之路徑分析與假說驗證表	74

圖目錄

圖 1-1 研究流程圖	5
圖 2-1 推理行動理論架構	8
圖 2-2 Lee模型	12
圖 2-3 Triandis模型	13
圖 2-4 計劃行為理論架構	24
圖 3-1 研究架構圖	40
圖 4-1 研究架構理論模式分析	64
圖 4-2 整體模式研究分析	69

REFERENCES

- 一、中文部份段維釗(2007), 保健食品消費者購買行為之研究。國立台北大學企業管理學系未出版之碩士論文, 82-83。嚴秀雯(2001), 花錢買健康-探討健康食品消費的真貌。國立台灣大學, 新聞研究所未出版之碩士論文。韓婷婷(1998), 民眾參與環境影響評估的行為意向模式之研究, 國立中山大學公共事務管理研究所未出版之碩士論文, 23-26。陳淑芳(2007), 產業發展趨勢, 農業生技產業季刊, 11(4), 8。何志南(2001), 住宅消費意向模式之建構與分析, 國立成功大學都市計劃研究所未出版之碩士論文, 18-20。許辰維(2004), 以計劃行為理論探討冒險性遊憩活動者之行為意向-以登山活動為例, 靜宜大學觀光事業研究所未出版之碩士論文, 20-21。林重光(2005), 女性消費者美容護膚保健食品通路及購買動機之研究, 國立台北大學企業管理學系碩士論文。林瑩禎(2003), 保健食品市場回顧與展望, 食品市場資訊, 9, 13-21。林萱惠(2007), 養生保健需求擴大市場成長可期, 經濟日報(台北), 2版。林杏林(2006), 消費者至藥局購買保健食品意向之研究, 亞洲大學經營管理系未出版之碩士論文。柯光亮, 鄭時宜(2008), 消費者購買生技保健食品行為意向之研究, 樹德科技大學經營管理學系和企業管理學系學術研討期刊, 493。黃益萬(2003), 兩岸保康食品消費者行為研究-以台北與上海為例, 國立成功大學高階管理碩士在職專班碩士未出版之論文。王麗如(2006), 在台灣北部地區民眾對保健食品的認知、接受度及營養知識之探討, 國立台北醫學院公衛暨營養學院保健營養學研究所未出版之碩士論文, 73-74。謝玉柔(2005), 30歲以上未婚女性之生活型態與媒體使用行為研究-以2005-2007東方消的行銷資料庫為例, 世新大學公共關係暨廣告系未出版之碩士論文。邱皓政(2000), 量化研究與統計分析-spss中文視窗版資料分析範例解析, 台北:五南圖書公司。邱義城(2000), 數位時代CEO, 台北:時報文化出版。司徒達賢(2001), 保健食品產業分析, 台北:華泰文化出版。
- 二、英文部份Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Prentice-Hall, Englewood Cliffs, New Jersey. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Process*, 50, 179-211. Ajzen, I. (1988). Attitude, personality, and behavior, Chicago: Dorsey press. Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24(3), 207-224. Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665-683. Armitage, C. J., & Conner, M. (2000). Efficacy of the theory of planned behavioral meta-analytic review. *British Journal of Social Psychology* (in press). Aaker, D. A. (1996). Building strong brands extensions, New York: The Free Press. Assael, H. (1992), Consumer behavior and marketing actions(4th ed.). Massachusetts: PWS-KENT. Anssi, T., & Sanna, S. (2005). Subjective norms, attitudes and intentions of consumers in buying organic food. *British Food Journal*, 107(11), 808-822. Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Prentice-Hall, Englewood Cliffs, New Jersey. Bollen, K., & Long, J. S. (1993). Testing structural equation models. Beverly Hill, California. Bentler, P. M., & Bonett, D. G. (1980). Significant tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588-606. Bandura, A. (1977). Self-efficacy: Toward a unifying theory of Behavioral Change. *Psychological Review*, 84, 191-215. Bagozzi, R. P. (1982). A field investigation of causal relations among cognitions, affect, intentions and behavior. *Journal of Marketing Research*, 19(11), 62-81. Bergeron, F., Raymond, L., Rivard, S., & Gara, M. (1995). Determinants of EIS use: testing a behavioral model. *Decision Support Systems*, 2(6), 31-46. Bearden, W. O., & Michael J. E. (1982). Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*(pre-1986), 2(9), 183-194. Bernard, W. (2000). Attribution thoughts about consumer behavior. *Journal of Consumer Research*, 27(3), 382-387. Blackwell, R. D., Paul W. M., & James F. E. (2001). Consumer behavior(9th ed.). Publisher: Ohio, Mike Roche. Babin, B. J., & Darden, W. R. (1996). Good and bad shopping vibes: Spending and patronage satisfaction. *Journal of Business Research*, 35, 201-207. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Academy of Marketing Science*, 5(16), 76-94. Bartlett, M. S. (1951). The goodness of fit of a single hypothetical discriminant function in the case of several groups. *Annals of Eugenics* 16, 199-214. Conner, K., & Barrett, C. (2001). Why do women use dietary supplements? The use of the theory of planned behavior to explore beliefs about their use. *Social Science and Medicine*, 52, 621-633. Dodds, B.W., Monroe, K. B., & Grewal, D. (1991). Effect of price, brands and store information on buyers' product evaluation. *Journal of Marketing Research*, 28(8), 307-319. Elaine, H. (1999). Factors affecting food decision made by individual consumers. *Journal of Food Policy*, 24(10), 287-294. Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: A introduction to theory and research. *Journal of Leisure Research*, 27(1), 61-84. Fornell, C., & Larcker, D. F. (1981). Structural equation model with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-389. Fornell, C. R. (1982). A second generation of multivariate analysis, New York: Praeger Publishers. Godin, k. (1994). Social-cognitive models. *Advance in exercise adherence*. Champaign, 113-136. Illinois: Human Kinetics. Guiford, J. P. (1965). Fundamental statistics in psychology and education(4th ed.). New York: McGram-Hill. Gefen, D. S., & Boudreau, M. C. (2000). Structural equation modeling and regression: guideline for research practice. *Communications of the Association for Information Systems*, 4, 1-70. Gordenfors, P. (1979). Forecasts, decisions and uncertain probabilities. *Erkenntnis*, 14, 159-181. Harrison, D. A., Mykytyn, P. J., & Riemenschneider, C. K. (1997). Riemenschneider, executive decisions about adoption of information technology in small business: Theory and empirical test. *Information Systems Research*, 8(2), 171-195. Hu, L. T., & Bentler, P. M. (1995). Evaluating model fit. *Structural equation modeling: Concepts, issues, and applications*, (pp.76-99). Thousand Oaks, California: Sage. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. Upper Saddle River, New Jersey: Prentice Hall. Kirk, S. F. L., Cade, J. E., Conner, M., & Barrett, J. (1999). Characterizing dietary supplement use in women. *Proceedings of the Nutrition Society*, 58(11), 23-43. Kotler, P. (2003). *Marketing Management*. New Jersey: Prentice-Hall. Karahanna, E., & Straub, D. W. (1999). The psychological origins of perceived usefulness and ease-of-use. *Information and Management*, 4(8), 237-250. Kline, R. B. (1998). Principles and

practice of structural equation modeling. New York: The Guilford Press.

Kaiser, H. F. (1974). Little Jiffy, Mark IV. *Educational and psychology measurement*, 34, 100-117.

Khaldik, M. A., & Olusegun, W. R. S. (1999). The influence of attitudes on personal computer utilization among knowledge workers: the case of Saudi Arabia. *Information and Management*, 36(4), 185-204.

Lee, C. (1990). Modifying an American consumer behavior model for consumers in Confucian culture: the case of the Fishbein behavioral intention model. *Journal of International Consumer Marketing*, 5(1), 27-50.

McDonald, R. P., & Ho, M. R. (2002). Principles and practice in reporting structural equation analysis. *Psychological Methods*, 7, 64-82.

Mintel, N. (1997). Vitamins and dietary supplements. London: Marketing Intelligence.

Naresh, K., Malhotra, J., & Daniel, M. (2001). A cross-cultural comparison of behavioral intention models. *International Marketing Review*, 18(3), 235-247.

Notani, A. S. (1998). Moderators of perceived behavioral control ' s predictiveness in the theory of planned behavior: A Meta-Analysis. *Journal of consumer psychology*, 7(3), 247-271.

Nunnally, J. C. (1978). *Psychometric theory*(2th ed.). New York: McGraw Hill.

Osgood, C. E. (1995). The Principle of congruity in the production of attitude change. *Psychological Review*, 62, 42-55.

Oliver, R. L., & Bearden, W. O. (1985). Crossover effects in the theory of reasoned action. *Journal of Consumer Research*, 3, 324-340.

Peter, J. P., & Olson, J. C. (1987). *Consumer behavior: Marketing strategy perspectives*(pp222-223). Homewood, Illinois: Richard D. Irwin Inc.

Reynolds, F. D., & Wells, W. D. (1977). *Consumer behavior*. New York: Mc Graw-Hill Book Co.

Rosenberg, M. J., & Hanland, J. C. (1960). Low-commitment consumer behavior. *Journal of Abnormal and Social Psychology*, 2(11), 367-372.

Reynolds, F. D., & Wells, W. D. (1977). *Consumer behavior*. New York: Mc Graw-Hill Book Co.

Sears, D. O., Peplau, L. A., & Taylor, S. E. (1991). *Social psychology*(7th ed). Englewood Cliffs, New Jersey: Prentice Hall.

Swinyard, W. R. (1993). The effects of mood, involvement, and quality of store experience on shopping intentions. *Journal of Consumer Research*, 20(2), 271-280.

Shimp, T. A., & Kavas, A. (1984). The theory of reasoned action applied to coupon usage. *Journal of Consumer Research*, 11, 795-809.

Shao, C. Y., Julie, B., & Judy, A. W. (2004). The effects of appropriateness of service contact personnel dress on customer expectations of services quality and purchase intention: The moderating influences of involvement and gender. *Journal of Business Research*, 57, 1164-1176.

Schiffman, L. G., & Leslie, L. K. (2004). *Consumer behavior*(8th ed.). Pearson Education Inc. Upper Saddle River, New Jersey: Prentice-Hall.

Triandis, H. C. (1997). *Interpersonal behavior*. Brooks/Cole Publishers, Monterey, California: Sage.

Triandis, H. C. (1980). *Attitude and attitude change*. New York: John Wiley.

Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research*, 6, 144-176.

Thurstone, L. L. (1932). Attitudes can be measure. *American Journal of Sociology*, 3, 529-531.

Trancey, W. (2001). Wooing female consumers reaps rewards for health plans. *Managed Healthcare Executive*, 4, 42-45.

Worsley, A., & Victoria, S. (2000). Consumers ' concerns about food and health in Australia and New Zealand. *Asia Pacific Journal Clinical Nutrition*, 9(1), 24-32.

Whitlark, D. B., Michael, D. G., & Michael, J. S. (1993). New product forecasting with a purchase intention survey. *The Journal of Business Forecasting Methods & Systems*, 12(3), 18-21.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 33-46.

Zeitham, V. A. (1988). Consumer perceptions of price, quality and Value: A means-end model and synthesis of evidence. *Journal of Marketing*, 5(2), 2-22.

Zimmerrman, R. S., & Connor, C. (1989). Health promotion in context: The effects of significant others on health behavior change. *Health Education Quarterly*, 16, 57-75.