



UNIVERSITY OF MALAYA
Master of Business Administration
Graduate School of Business

“Examining the factors of Functional (Healthy) Food Purchase in Kuala Lumpur”

Dear Sir/ Madam,

This research is conducted as part of completion of the Master of Business Administration from University of Malaya.

The main aim of this study is to examine the antecedents of functional (healthy) food products purchase using the Theory of Planned Behaviour. This includes the influences of attitude, subjective norms and perceived control behaviour on the intention to purchase. The research also establishes this connection to the actual purchase of the products.

Please be assured that the information that you give in this survey is for academic purposes only and will be kept strictly confidential. The findings from this survey will be reported in aggregate forms and anonymity of the respondents will be guaranteed.

I anticipate that the full survey should take approximate 10 minutes to complete. Thank you for your invaluable assistance in participating in this survey.

Yours sincerely,

Teh Chye Beng

Email: cbteh99@yahoo.com

Supervised by,

Prof. Madya Dr. Ghazali Musa

Faculty of Business & Accountancy

University of Malaya

PART A: Respondent's demographic

This section enquires some basic information about you. Please cross only one box for each question as below:

1. Gender

 Male Female

2. Age

 Below 21 years
 41 - 50 years 21 - 30 years
 51 - 60 years 31 - 40 years
 Above 60 years

3. Ethnic group

 Malay
 Indian Chinese
 Others (please specify) _____

4. Marital status

 Single Married Divorced / Widow

5. Highest level of education

 Primary School
 Secondary/High School
 Certificate or Diploma
 Bachelor Degree Postgraduate (i.e. Master/ Doctorate)
 Professional Certificate
 Others

6. Monthly income

 Below RM2,000
 RM8,001 – RM10,000 RM2,000 – RM5,000
 RM10,001 & above RM5,001 – RM8,000

7. Occupation

 Managerial/Professional
 Executive
 Supervisor
 Non- Executive
 Students Not Working/Retired
 Housewife
 Self Employed/Business Owner
 Others

Please complete the following questions which reflect your opinions as accurately as possible.

PART B: This section examines how often your purchase the listed functional (healthy) food products.

Please cross (x) your answer.

| | | Never | Seldom | Sometimes | Usually | Always |
|-----|---|-------|--------|-----------|---------|--------|
| | | 1 | 2 | 3 | 4 | 5 |
| B1 | Probiotic/gut-friendly juice | | | | | |
| B2 | Salmon and fish oils- Omega-3 fatty acids | | | | | |
| B3 | Milk with added calcium | | | | | |
| B4 | Cholesterol lowering spreads | | | | | |
| B5 | Blood pressure lowering milk | | | | | |
| B6 | Meat Products with added fibre | | | | | |
| B7 | Sweets and chew gums with xylitol | | | | | |
| B8 | Energy drinks | | | | | |
| B9 | Low-salted food products | | | | | |
| B10 | Low-fat cheese | | | | | |
| B11 | Organic bread | | | | | |
| B12 | Rye Bread | | | | | |

PART C: This section examines Purchase intention to Functional Food Products.

(1 denoting STRONGLY DISAGREE and 5 denoting STRONGLY AGREE)

Please cross (x) your answer.

| | | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|----|---|-------------------|----------|----------------------------|-------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| C1 | If functional food products are available in the shops, I <i>definitely buy it.</i> | | | | | |
| C2 | I intend to purchase functional food products. | | | | | |
| C3 | I will try to purchase functional food products. | | | | | |
| C4 | If the product is not functional food I won't try it. | | | | | |
| C5 | I plan to buy functional food products. | | | | | |
| C6 | I prefer to choose functional food products in future. | | | | | |

**PART D: This section examines your Attitudes to Functional Food Products.
(1 denoting STRONGLY DISAGREE and 5 denoting STRONGLY AGREE)
Please cross (x) your answer.**

| | | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|----------|--|-------------------|----------|----------------------------|----------|----------------|
| 1 | Benefits from using Functional Food Products | 1 | 2 | 3 | 4 | 5 |
| DA1 | I get satisfaction from eating functional food products. | | | | | |
| DA2 | The Idea that I can take care of my health by eating functional food products gives me satisfaction. | | | | | |
| DA3 | Functional food products make me feel more energetic. | | | | | |
| DA4 | Functional food products help me to improve my mood. | | | | | |
| DA5 | My health improves when I consume functional food products. | | | | | |
| DA6 | I actively seek out information about functional food products. | | | | | |
| DA7 | I am willing try even unfamiliar functional food products if they are functional. | | | | | |
| 2 | Confidence in Functional Food Products | 1 | 2 | 3 | 4 | 5 |
| DB1 | The safety of functional food products has been very thoroughly studied. | | | | | |
| DB2 | One can get reliable information about the health effects of functional foods. | | | | | |
| DB3 | I trust the information given about health effect of functional foods. | | | | | |
| DB4 | Using functional food products is completely safe. | | | | | |
| DB5 | Functional foods are scientifically proven excellent products. | | | | | |
| DB6 | I do not believe that the stated health beneficial effects are based on thorough study. | | | | | |
| DB7 | I believe that functional food products fulfil their promises. | | | | | |
| DB8 | In my opinion, nutrition experts do not know the health effects of functional food products. | | | | | |
| DB9 | Exaggerated information is given about health effects | | | | | |
| 3 | Necessity for Functional Food Products | 1 | 2 | 3 | 4 | 5 |
| DC1 | I can improve my health by consuming functional food products. | | | | | |
| DC2 | It is great that modern technology allows the development of functional food products. | | | | | |
| DC3 | Functional food products are completely unnecessary. | | | | | |

| | | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|----------|---|-------------------|----------|----------------------------|----------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| DC4 | Functional food products are a total sham. | | | | | |
| DC5 | Functional food products promote my well-being. | | | | | |
| DC6 | For me functional food products are useless. | | | | | |
| DC7 | Functional food products create healthy lifestyle. | | | | | |
| DC8 | For a healthy person it is useless to use functional food products. | | | | | |
| 4 | Functional food products as Medicine | 1 | 2 | 3 | 4 | 5 |
| DD1 | I only want to eat foods that do not have any medicine-like effects. | | | | | |
| DD2 | Medicines and foods should be kept strictly separate. | | | | | |
| DD3 | Functional food products are needed by people whom have specific health problems. | | | | | |
| DD4 | The growing number of functional food products on the market is a bad trend for the future. | | | | | |
| DD5 | Health effects are not appropriate in delicacies. | | | | | |
| DD6 | It is pointless to add health effects to otherwise unhealthy foods. | | | | | |
| 5 | Functional food products as part of a healthy diet | 1 | 2 | 3 | 4 | 5 |
| DE1 | Functional food products can repair the damage caused by an unhealthy diet. | | | | | |
| DE2 | Functional food products can counteract an otherwise unhealthy diet. | | | | | |
| DE3 | I can prevent disease by eating functional food products regularly. | | | | | |
| DE4 | People would be healthier if they consume functional food products. | | | | | |
| DE5 | I do not believe that functional food products will ensure a long and healthy life. | | | | | |
| 6 | Absence of nutritional risk in Functional food products | 1 | 2 | 3 | 4 | 5 |
| DF1 | If used in excess, functional food products can be harmful to health. | | | | | |
| DF2 | In some cases, functional food products may be harmful for healthy people. | | | | | |
| DF3 | The new properties of functional food products carry unforeseen risks. | | | | | |
| DF4 | Functional food products are consumed mostly by people who have no need for them. | | | | | |

**PART E: This section examines Subjective Norm to Functional Food Products.
(1 denoting STRONGLY DISAGREE and 5 denoting STRONGLY AGREE)**

Please cross (x) your answer.

| | | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|----|--|-------------------|----------|----------------------------|-------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| E1 | Most people who are important to me think that I should <i>definitely buy</i> functional food products. | | | | | |
| E2 | Most people who influence what I do think that I should <i>-definitely buy</i> functional food products. | | | | | |
| E3 | My family influences me to purchase functional food products. | | | | | |
| E4 | My important friends influence me to purchase functional food products. | | | | | |
| E5 | Expert opinions influence me to purchase functional food products. | | | | | |
| E6 | People who influence my decisions would approve of me buying functional food products | | | | | |
| E7 | Mass media reports influence me to purchase functional food products | | | | | |

PART F: This section examines Perceived Control Behaviour to Functional Food Products.

(1 denoting STRONGLY DISAGREE and 5 denoting STRONGLY AGREE)

Please cross (x) your answer.

| | | Strongly Disagree | Disagree | Neither Disagree nor Agree | Agree | Strongly Agree |
|----|---|-------------------|----------|----------------------------|-------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| F1 | Whether I eventually buy functional food product is entirely up to me. | | | | | |
| F2 | If functional food products are available in the shops, nothing will prevent me from buying it. | | | | | |
| F3 | Purchasing functional food products is entirely within my control. | | | | | |
| F4 | I have the knowledge to purchase functional food products. | | | | | |
| F5 | I have the financial ability to purchase functional food products. | | | | | |

Thank you very much for completing this questionnaire

Appendix II

Cronbach's alpha value extracted from SPSS

BFP: Benefits from using Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .773 | .777 | 7 |

CFP: Confidence in Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .736 | .733 | 9 |

NFP: Necessity for using Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .711 | .712 | 8 |

FPM: Functional (Healthy) Food Products as Medicine

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .770 | .773 | 6 |

FPHD: Functional (Healthy) Food Products as Part of healthy diet

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .716 | .727 | 5 |

ARFP: Absence of nutritional Risk Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .754 | .760 | 4 |

SFP: Subjective Norm to Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .879 | .880 | 7 |

PCBFP: Perceived control behavioral to Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .785 | .785 | 5 |

IPFP: Intention to Purchase Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .820 | .821 | 6 |

PFP: Purchase Functional (Healthy) Food Products

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .862 | .862 | 12 |

KMO and Bartlett's Test of Spherity extracted from SPSS

BFP: Benefits from using Functional (Healthy) Food Products

KMO and Bartlett's Test

| | |
|--|--------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .815 |
| Bartlett's Test of Sphericity | Approx. Chi-Square |
| | 660.124 |
| | df |
| | 21 |
| | Sig. |
| | .000 |

CFP: Confidence in Functional (Healthy) Food Products

KMO and Bartlett's Test

| | |
|--|--------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .782 |
| Bartlett's Test of Sphericity | Approx. Chi-Square |
| | 997.569 |
| | df |
| | 36 |
| | Sig. |
| | .000 |

NFP: Necessity for using Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .750 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.199E3 |
| | df | 28 |
| | Sig. | .000 |

FPM: Functional (Healthy) Food Products as Medicine

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .744 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 648.396 |
| | df | 15 |
| | Sig. | .000 |

FPHD: Functional (Healthy) Food Products as Part of healthy diet

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .765 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 463.868 |
| | df | 10 |
| | Sig. | .000 |

ARFP: Absence of nutritional Risk Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .720 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 437.442 |
| | df | 6 |
| | Sig. | .000 |

SFP: Subjective Norm to Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .868 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.375E3 |
| | df | 21 |
| | Sig. | .000 |

PCBFP: Perceived control behavioral to Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .779 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 565.786 |
| | df | 10 |
| | Sig. | .000 |

IPFP: Intention to Purchase Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .757 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.113E3 |
| | df | 15 |
| | Sig. | .000 |

PFP: Purchase Functional (Healthy) Food Products

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .865 | |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.651E3 |
| | df | 66 |
| | Sig. | .000 |

Appendix III

i) Multiple Regression Analysis

Model Summary^d

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .545 ^a | .297 | .287 | .55714 | 1.796 |

a. Predictors: (Constant), Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk

b. Mediator: Intention_to_Purchase

Model Summary^d

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 2 | .571 ^a | .326 | .314 | .54623 | 1.833 |

a. Predictors: (Constant), Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk, Subjective_Norm,

b. Mediator: Intention_to_Purchase

Model Summary^d

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 3 | .593 ^a | .351 | .338 | .53661 | 1.901 |

a. Predictors: (Constant), , Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk, Subjective_Norm, Perceived_control_behavioral

b. Mediator : Intention_to_Purchase

Model Summary^d

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 4 | .543 ^a | .294 | .289 | .55617 | 1.843 |

a. Predictors: (Constant), Attitude ,Perceived_control_behavioral, Subjective_Norm,

b. Mediator: Intention_to_Purchase

Model Summary^d

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 5 | .528 ^a | .279 | .277 | .57821 | 1.619 |

a. Predictors: (Constant), Intention_to_Purchase

b. Dependent Variable: Purchase Functional (healthy) Foods

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 51.594 | 6 | 8.599 | 27.703 | .000 ^a |
| | Residual | 121.988 | 393 | .310 | | |
| | Total | 173.582 | 399 | | | |

a. Predictors: (Constant), Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk

b. Mediator: Intention_to_Purchase

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 2 | Regression | 56.621 | 7 | 8.089 | 27.110 | .000 ^a |
| | Residual | 116.961 | 392 | .298 | | |
| | Total | 173.582 | 399 | | | |

a. Predictors: (Constant), Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk , Subjective_Norm,

b. Mediator: Intention_to_Purchase

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 3 | Regression | 60.994 | 8 | 7.624 | 26.478 | .000 ^a |
| | Residual | 112.587 | 391 | .288 | | |
| | Total | 173.582 | 399 | | | |

a. Predictors: (Constant), , Benefits from using FP, Necessity for FP, Confidence to FP, Healthy_Diet, , As Medicine FP, Absence_Nutritional_Risk , Subjective_Norm, Perceived_control_behavioral

b. Mediator: Intention_to_Purchase

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 4 | Regression | 51.087 | 3 | 17.029 | 55.052 | .000 ^a |
| | Residual | 122.494 | 396 | .309 | | |
| | Total | 173.582 | 399 | | | |

a. Predictors: (Constant), Subjective_Norm, Attitude Perceived_control_behavioral

b. Mediator: Intention_to_Purchase

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 5 | Regression | 51.416 | 1 | 51.416 | 153.788 | .000 ^a |
| | Residual | 133.063 | 398 | .334 | | |
| | Total | 184.479 | 399 | | | |

a. Predictors: (Constant), Intention_to_Purchase

b. Dependent Variable: Purchase Functional (healthy) Food Products

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|------------------------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------------|-------------|--------------|---------|--------|-------------------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| | 3 (Constant) | 0.32 | 0.264 | | | | 1.212 | 0.226 | -0.199 | 0.84 | | |
| Benefits from using FP | 0.33 | 0.052 | 0.317 | 6.337 | 0.000 | 0.228 | 0.433 | 0.511 | 0.305 | 0.260 | 0.662 | 1.510 |
| Confidence from using FP | 0.133 | 0.07 | 0.093 | 1.89 | 0.059 | -0.005 | 0.272 | 0.369 | 0.095 | 0.080 | 0.683 | 1.460 |
| Necessity from using FP | 0.03 | 0.05 | 0.025 | 0.596 | 0.552 | -0.069 | 0.129 | 0.146 | 0.03 | 0.020 | 0.922 | 1.080 |
| As Medicine from using FP | 0.067 | 0.046 | 0.067 | 1.466 | 0.143 | -0.023 | 0.156 | 0.204 | 0.074 | 0.060 | 0.791 | 1.270 |
| Healthy_Diet | -0.02 | 0.044 | -0.02 | -0.445 | 0.657 | -0.106 | 0.067 | 0.167 | -0.023 | -0.020 | 0.863 | 1.160 |
| Absence_Nutritional_Risk | 0.006 | 0.043 | 0.006 | 0.15 | 0.881 | -0.078 | 0.091 | 0.113 | 0.008 | 0.010 | 0.883 | 1.130 |
| Subjective_Norm | 0.171 | 0.049 | 0.177 | 3.517 | 0.000 | 0.075 | 0.267 | 0.433 | 0.175 | 0.140 | 0.656 | 1.530 |
| Perceived_control_behavioral | 0.176 | 0.045 | 0.175 | 3.897 | 0.000 | 0.087 | 0.265 | 0.363 | 0.193 | 0.160 | 0.826 | 1.210 |

a.Mediator: Intention_to_Purchase

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|------------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------------|-------------|--------------|---------|-------|-------------------------|-------|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 4 (Constant) | 0.191 | 0.265 | | 0.723 | 0.470 | -0.329 | 0.712 | | | | | |
| Attitude | 0.520 | 0.098 | 0.262 | 5.313 | 0.000 | 0.328 | 0.712 | 0.448 | 0.258 | 0.220 | 0.730 | 1.370 |
| Subjective_Norm | 0.248 | 0.047 | 0.256 | 5.319 | 0.000 | 0.156 | 0.339 | 0.433 | 0.258 | 0.230 | 0.770 | 1.300 |
| Perceived_control_behavioral | 0.183 | 0.047 | 0.182 | 3.911 | 0.000 | 0.091 | 0.275 | 0.363 | 0.193 | 0.170 | 0.827 | 1.210 |

a. Mediator: Intention_to_Purchase

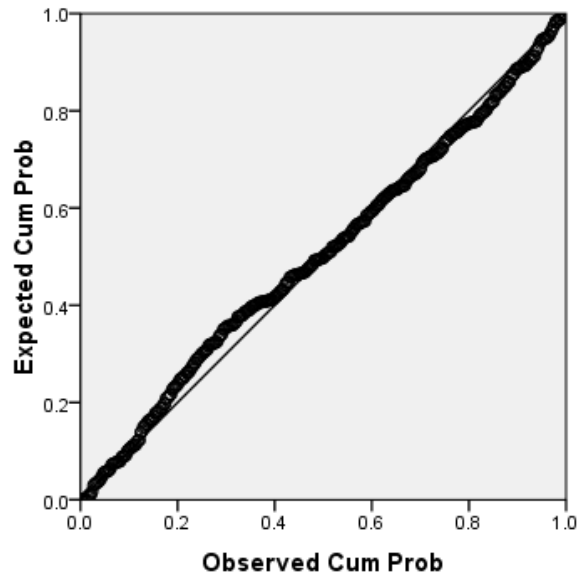
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|-----------------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------------|-------------|--------------|---------|-------|-------------------------|-----|
| | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 5 (Constant) | 0.559 | 0.143 | | 3.898 | 0.000 | 0.277 | 0.840 | | | | | |
| Intention_to_Purchase | 0.544 | 0.044 | 0.528 | 12.401 | 0.000 | 0.458 | 0.631 | 0.528 | 0.528 | 0.530 | 1 | 1 |

a. Dependent Variable: Purchase Functional (healthy) Food Products

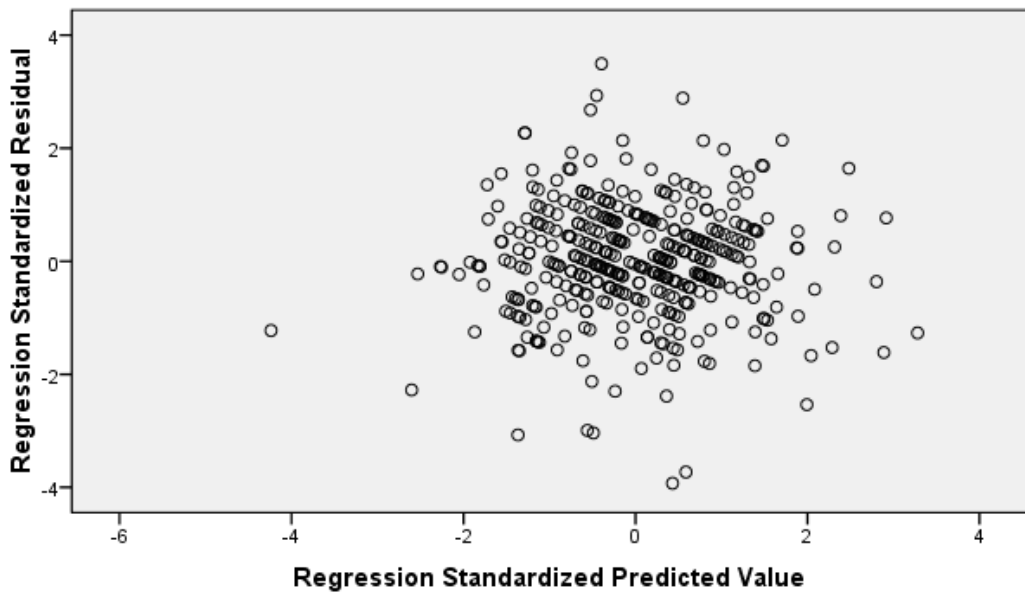
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Intention_to_Purchase



Scatterplot

Dependent Variable: Intention_to_Purchase



ii) Independent t-test

Group Statistics

| | Respondent's gender | N | Mean | Std. Deviation | Std. Error Mean |
|----------------------------|---------------------|-----|--------|----------------|-----------------|
| Purchase FP | Male | 201 | 2.2036 | .65911 | .04649 |
| | Female | 199 | 2.3953 | .68871 | .04882 |
| Intention_to_Purchase | Male | 201 | 3.1650 | .63377 | .04470 |
| | Female | 199 | 3.2312 | .68465 | .04853 |
| Benefits from using FP | Male | 201 | 3.2587 | .63814 | .04501 |
| | Female | 199 | 3.3051 | .62890 | .04458 |
| Confidence from using FP | Male | 201 | 2.9619 | .47825 | .03373 |
| | Female | 199 | 2.9905 | .44427 | .03149 |
| Necessity from using FP | Male | 201 | 3.0752 | .57147 | .04031 |
| | Female | 199 | 3.1005 | .53782 | .03812 |
| As Medicine from using FP | Male | 201 | 3.0340 | .66694 | .04704 |
| | Female | 199 | 3.0084 | .66218 | .04694 |
| Healthy_Diet | Male | 201 | 3.1353 | .64187 | .04527 |
| | Female | 199 | 3.0382 | .67491 | .04784 |
| Absence_Nutritional_Risk | Male | 201 | 3.0448 | .66510 | .04691 |
| | Female | 199 | 3.0327 | .66254 | .04697 |
| Subjective_Norm | Male | 201 | 3.0810 | .67275 | .04745 |
| | Female | 199 | 3.1170 | .69167 | .04903 |
| Perceived_control_behavior | Male | 201 | 3.4886 | .63962 | .04512 |
| | Female | 199 | 3.4673 | .67006 | .04750 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| How often purchase FB | Equal variances assumed | .002 | .966 | -2.845 | 398 | .505 | -.01917 | .06740 | -.32425 | -.05924 |
| | Equal variances not assumed | | | -2.844 | 396.846 | .505 | -.01917 | .06742 | -.32428 | -.05921 |
| Intention_to_Purchase | Equal variances assumed | 2.879 | .091 | -1.003 | 398 | .317 | -.06615 | .06596 | -.19582 | .06352 |
| | Equal variances not assumed | | | -1.002 | 395.006 | .317 | -.06615 | .06598 | -.19587 | .06358 |
| Benefits from using FB | Equal variances assumed | .133 | .716 | -.732 | 398 | .464 | -.04639 | .06336 | -.17095 | .07817 |
| | Equal variances not assumed | | | -.732 | 397.992 | .464 | -.04639 | .06335 | -.17094 | .07816 |
| Confidence from using FB | Equal variances assumed | .528 | .468 | -.621 | 398 | .535 | -.02865 | .04617 | -.11941 | .06211 |
| | Equal variances not assumed | | | -.621 | 396.398 | .535 | -.02865 | .04615 | -.11938 | .06208 |
| Necessity from using FB | Equal variances assumed | 1.171 | .280 | -.455 | 398 | .649 | -.02525 | .05550 | -.13436 | .08385 |
| | Equal variances not assumed | | | -.455 | 396.983 | .649 | -.02525 | .05548 | -.13433 | .08382 |
| As Medicine from using FB | Equal variances assumed | .000 | .983 | .386 | 398 | .700 | .02562 | .06646 | -.10503 | .15628 |
| | Equal variances not assumed | | | .386 | 397.997 | .700 | .02562 | .06646 | -.10503 | .15627 |
| Healthy_Diet | Equal variances assumed | .163 | .686 | 1.475 | 398 | .141 | .09713 | .06585 | -.03233 | .22659 |
| | Equal variances not assumed | | | 1.475 | 396.564 | .141 | .09713 | .06587 | -.03236 | .22663 |
| Absence_Nutritional_Risk | Equal variances assumed | .079 | .779 | .182 | 398 | .855 | .01211 | .06638 | -.11839 | .14262 |
| | Equal variances not assumed | | | .182 | 397.985 | .855 | .01211 | .06638 | -.11839 | .14262 |
| Subjective_Norm | Equal variances assumed | .666 | .415 | -.528 | 398 | .598 | -.03599 | .06822 | -.17011 | .09813 |
| | Equal variances not assumed | | | -.527 | 397.434 | .598 | -.03599 | .06823 | -.17013 | .09815 |
| Perceived_control_behavior | Equal variances assumed | .356 | .551 | .324 | 398 | .746 | .02122 | .06549 | -.10754 | .14998 |
| | Equal variances not assumed | | | .324 | 396.735 | .746 | .02122 | .06551 | -.10757 | .15001 |

iii. One-way ANOVA Test

| | | ANOVA | | | | |
|--|----------------|----------------|-----|-------------|--------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Purchase Functional (healthy) food products (FP) | Between Groups | 4.683 | 2 | 2.342 | 5.170 | .006 |
| | Within Groups | 179.796 | 397 | .453 | | |
| | Total | 184.479 | 399 | | | |
| Intention_to_Purchase | Between Groups | 3.042 | 2 | 1.521 | 3.541 | .030 |
| | Within Groups | 170.539 | 397 | .430 | | |
| | Total | 173.582 | 399 | | | |
| Benefits from using FP | Between Groups | .576 | 2 | .288 | .718 | .488 |
| | Within Groups | 159.397 | 397 | .402 | | |
| | Total | 159.973 | 399 | | | |
| Confidence from using FP | Between Groups | .229 | 2 | .114 | .536 | .586 |
| | Within Groups | 84.679 | 397 | .213 | | |
| | Total | 84.908 | 399 | | | |
| Necessity from using FP | Between Groups | 1.273 | 2 | .637 | 2.082 | .126 |
| | Within Groups | 121.377 | 397 | .306 | | |
| | Total | 122.650 | 399 | | | |
| As Medicine from using FP | Between Groups | .939 | 2 | .469 | 1.066 | .346 |
| | Within Groups | 174.908 | 397 | .441 | | |
| | Total | 175.847 | 399 | | | |
| Healthy_Diet | Between Groups | .599 | 2 | .299 | .687 | .504 |
| | Within Groups | 172.934 | 397 | .436 | | |
| | Total | 173.532 | 399 | | | |
| Absence_Nutritional_Risk | Between Groups | .421 | 2 | .210 | .477 | .621 |
| | Within Groups | 174.979 | 397 | .441 | | |
| | Total | 175.399 | 399 | | | |
| Attitude | Between Groups | .083 | 2 | .041 | .373 | .689 |
| | Within Groups | 44.138 | 397 | .111 | | |
| | Total | 44.221 | 399 | | | |
| Subjective_Norm | Between Groups | 2.675 | 2 | 1.337 | 2.906 | .056 |
| | Within Groups | 182.696 | 397 | .460 | | |
| | Total | 185.371 | 399 | | | |
| Perceived_control_behavior | Between Groups | 10.006 | 2 | 5.003 | 12.354 | .000 |
| | Within Groups | 160.761 | 397 | .405 | | |
| | Total | 170.766 | 399 | | | |

Multiple Comparisons

Tukey HSD

| Dependent Variable | (I) Education regroup | (J) Education regroup | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---------------------------|-----------------------|-----------------------|-----------------------|------------|-------|-------------------------|-------------|
| | | | | | | Lower Bound | Upper Bound |
| How often purchase FB | 1 | 2 | -.23167 | .08242 | .014 | -.4256 | -.0378 |
| | | 3 | -.27583 | .09517 | .011 | -.4997 | -.0519 |
| | 2 | 1 | .23167 | .08242 | .014 | .0378 | .4256 |
| | | 3 | -.04417 | .08242 | .854 | -.2381 | .1497 |
| | 3 | 1 | .27583 | .09517 | .011 | .0519 | .4997 |
| | | 2 | .04417 | .08242 | .854 | -.1497 | .2381 |
| Intention_to_Purchase | 1 | 2 | -.16750 | .08027 | .094 | -.3563 | .0213 |
| | | 3 | -.23667 | .09269 | .030 | -.4547 | -.0186 |
| | 2 | 1 | .16750 | .08027 | .094 | -.0213 | .3563 |
| | | 3 | -.06917 | .08027 | .665 | -.2580 | .1197 |
| | 3 | 1 | .23667 | .09269 | .030 | .0186 | .4547 |
| | | 2 | .06917 | .08027 | .665 | -.1197 | .2580 |
| Benefits from using FB | 1 | 2 | -.05857 | .07761 | .731 | -.2411 | .1240 |
| | | 3 | -.10714 | .08961 | .456 | -.3180 | .1037 |
| | 2 | 1 | .05857 | .07761 | .731 | -.1240 | .2411 |
| | | 3 | -.04857 | .07761 | .806 | -.2311 | .1340 |
| | 3 | 1 | .10714 | .08961 | .456 | -.1037 | .3180 |
| | | 2 | .04857 | .07761 | .806 | -.1340 | .2311 |
| Confidence from using FB | 1 | 2 | -.01778 | .05656 | .947 | -.1508 | .1153 |
| | | 3 | -.06444 | .06531 | .586 | -.2181 | .0892 |
| | 2 | 1 | .01778 | .05656 | .947 | -.1153 | .1508 |
| | | 3 | -.04667 | .05656 | .688 | -.1797 | .0864 |
| | 3 | 1 | .06444 | .06531 | .586 | -.0892 | .2181 |
| | | 2 | .04667 | .05656 | .688 | -.0864 | .1797 |
| Necessity from using FB | 1 | 2 | .01437 | .06772 | .975 | -.1449 | .1737 |
| | | 3 | -.12000 | .07820 | .276 | -.3040 | .0640 |
| | 2 | 1 | -.01437 | .06772 | .975 | -.1737 | .1449 |
| | | 3 | -.13437 | .06772 | .117 | -.2937 | .0249 |
| | 3 | 1 | .12000 | .07820 | .276 | -.0640 | .3040 |
| | | 2 | .13437 | .06772 | .117 | -.0249 | .2937 |
| As Medicine from using FB | 1 | 2 | .11417 | .08129 | .340 | -.0771 | .3054 |
| | | 3 | .10667 | .09387 | .492 | -.1142 | .3275 |
| | 2 | 1 | -.11417 | .08129 | .340 | -.3054 | .0771 |
| | | 3 | -.00750 | .08129 | .995 | -.1987 | .1837 |
| | 3 | 1 | -.10667 | .09387 | .492 | -.3275 | .1142 |
| | | 2 | .00750 | .08129 | .995 | -.1837 | .1987 |
| Healthy_Diet | 1 | 2 | -.00200 | .08083 | 1.000 | -.1922 | .1882 |
| | | 3 | .08800 | .09334 | .614 | -.1316 | .3076 |
| | 2 | 1 | .00200 | .08083 | 1.000 | -.1882 | .1922 |
| | | 3 | .09000 | .08083 | .506 | -.1002 | .2802 |
| | 3 | 1 | -.08800 | .09334 | .614 | -.3076 | .1316 |
| | | 2 | -.09000 | .08083 | .506 | -.2802 | .1002 |
| Absence_Nutritional_Risk | 1 | 2 | -.03250 | .08131 | .916 | -.2238 | .1588 |
| | | 3 | -.09000 | .09389 | .604 | -.3109 | .1309 |
| | 2 | 1 | .03250 | .08131 | .916 | -.1588 | .2238 |
| | | 3 | -.05750 | .08131 | .759 | -.2488 | .1338 |

| | | | | | | | |
|----------------------------|---|---|---------|--------|------|--------|--------|
| | 3 | 1 | .09000 | .09389 | .604 | -.1309 | .3109 |
| | | 2 | .05750 | .08131 | .759 | -.1338 | .2488 |
| Attitude | 1 | 2 | .00295 | .04084 | .997 | -.0931 | .0990 |
| | | 3 | -.03115 | .04715 | .786 | -.1421 | .0798 |
| | 2 | 1 | -.00295 | .04084 | .997 | -.0990 | .0931 |
| | | 3 | -.03410 | .04084 | .681 | -.1302 | .0620 |
| | 3 | 1 | .03115 | .04715 | .786 | -.0798 | .1421 |
| | | 2 | .03410 | .04084 | .681 | -.0620 | .1302 |
| Subjective_Norm | 1 | 2 | -.08929 | .08308 | .530 | -.2847 | .1062 |
| | | 3 | -.22857 | .09594 | .046 | -.4543 | -.0029 |
| | 2 | 1 | .08929 | .08308 | .530 | -.1062 | .2847 |
| | | 3 | -.13929 | .08308 | .216 | -.3347 | .0562 |
| | 3 | 1 | .22857 | .09594 | .046 | .0029 | .4543 |
| | | 2 | .13929 | .08308 | .216 | -.0562 | .3347 |
| Perceived_control_behavior | 1 | 2 | -.30600 | .07794 | .000 | -.4893 | -.1227 |
| | | 3 | -.42800 | .08999 | .000 | -.6397 | -.2163 |
| | 2 | 1 | .30600 | .07794 | .000 | .1227 | .4893 |
| | | 3 | -.12200 | .07794 | .262 | -.3053 | .0613 |
| | 3 | 1 | .42800 | .08999 | .000 | .2163 | .6397 |
| | | 2 | .12200 | .07794 | .262 | -.0613 | .3053 |

*. The mean difference is significant at the 0.05 level.