

ABSTRACT

Purpose – Functional (Healthy) food product is not new to developed countries, particularly in the west. However, surveys show that the volume of functional (healthy) food product purchase in Malaysia is far behind, compared to those countries. This paper aims to identify the antecedents that influence the intention to purchase and lead to purchase of functional (healthy) food products in Malaysia.

Design/methodology/approach – The hypothesis was tested by using regression analysis on data collected from a survey that yielded 400 respondents in Kuala Lumpur. The Intention to purchase has been examined from the dimensions theory of planned behavior, attitude, subjective norm and perceived behavioral control.

Findings – The findings show that attitude, subjective norm and perceived behavioral control are the factors that influence the intention to purchase. There is significant and positive relationship between intention to purchase leading the consumer to purchase functional (healthy) foods in Malaysia.

Practical implications – The proposed framework can be used as a tool to estimate and develop formation of the intention to purchase of functional (healthy) food products. This will help suppliers and marketers to devise appropriate strategies & plans to enable companies to see an increase in profit margins and garner competitive advantage in the market place.

Originality/value – This research examines the intention to purchase functional (healthy) food products by using the theory of planned behavior, attitude, subjective norm and perceived behavioral control constructs in Malaysia. This research also builds empirical evidences to support and validate the concept formation of intention to purchase.

Key words – functional (healthy) food products, attitude, subjective norm and perceived behavioral control, intention to purchase of functional (healthy) foods

Paper type – Research Paper

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