

# FACTORS INFLUENCING CUSTOMER ATTITUDE AND BEHAVIORAL INTENTION TOWARDS CONSUMING DIETARY SUPPLEMENTS

Krisana Kitcharoen<sup>1</sup> and Rawin Vongurai<sup>2</sup>

**ABSTRACT:** *The purpose of this study is to determine the key aspects that influence customer attitude towards dietary supplement and their behavioral intention to consume dietary supplements. The theory of planned behavior (TPB) is studied as the theoretical framework for this study with small adjustment to derive the conceptual framework. The sample data (n=402) were collected through online questionnaire using google forms. The researcher used convenience sampling method to pick the respondents. The data were analyzed through Structural equation model (SEM) to derive model fit and test the hypotheses. From all the factors in the TPB model, Informational influence (Subjective norm) and Perceived behavioral control did not have a significant influence on attitude and behavioral intention of the consumer of dietary supplements. Attitude is the strongest influence in shaping behavioral intention of a consumer. However even though normative influence (Subjective norm) isn't directly significant towards behavioral intention, it does have some indirect effect. The findings of the research showed that attitude about dietary supplements has the strongest influence toward behavioral intention. However even if Normative influence didn't have a significant direct influence, it did have an indirect effect as normative influence is the strongest and only factor that influences their attitude. Hence when promoting dietary supplement companies should focus on building a strong and positive attitude about their product through favorable normative influence. This study uses TPB to investigate factors influencing Behavioral intention to consume dietary supplements in Bangkok, Thailand.*

**Keywords:** *Theory of planned behavior (TPB), normative influence (Subjective norm), Informational influence (Subjective norm), perceived behavioral control (PBC), attitude, behavioral intention, dietary supplement.*

**Paper type:** Original paper

## Introduction

In today's age there is a growing concern that the potential of chronic diseases is cause due to poor dietary practices in both developed and developing countries. Even though there are many research and evidence connecting nutrition deficiency to possibility of greater risk of chronic illnesses, the role of dietary supplements in disease prevention and health promotion activities are recognized by many health professionals (McGinnis

& Ernst, 2001). Due to an increase in the aging population worldwide there is further encouragement in using health related dietary supplements in improving health condition. Despite the clear evidence for problems arising due to poor dietary practices, there are signs of people from all around the world becoming more health conscious as reflected by the increase in country's expenditure for health related and medical products. For example, the health expenditure in Thailand has seen a continuous increase in the expenditure for health since 2002 to 2015, increasing from around 50 USD per capita to around 200 USD per capita in 2015 (WHO, 2017). This shift suggests a trend toward a healthier

---

<sup>1,2</sup>Lecturer of Graduate School of Business, Assumption University, Thailand