THE MODERATION EFFECT ON THE RELATIONSHIP BETWEEN THE TPB-BASED PREDICTOR VARIABLES AND INTENTION FOR HEALTHY EATING AMONG THAI UNIVERSITY STUDENTS IN BANGKOK

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Abstract The present study was conducted to explore the moderation effect of health science education, internal health locus of control, and gender on the relationship between theory of planned behavior (TPB)-based variables and intention for healthy eating among Thai university students in Bangkok. There are 199 participants in this study whom were recruited from two universities via convenience sampling. Questionnaire about TPB-based variables from previous research and Multidimensional health locus of control scale were utilized to access participants’ attitude towards healthy eating, subjective norms, perceived behavioral control, and intention for healthy eating, and internal health locus of control. The results from this study show that TPB is applicable with Thai university students in Bangkok. Furthermore, the results showed three moderation effects. The first two moderations are the moderation effect of internal health locus of control on the relationship between two TPB-based predictors variables (attitude towards healthy eating, subjective norm) and intention for healthy eating. Meanwhile, gender also moderate the relationship between subjective norm and intention for healthy eating. Hence, considering client’s level of internal health locus of control and gender are necessary because those moderator variables will promote the efficacy of healthy eating strategy for Thai university students in Bangkok.

Keywords: Theory of planned behavior (TPB), healthy eating, moderation effect, health science education, internal health locus of control, gender

Introduction Healthy diet not only affect only physiological health but also affect psychological well-being (Stevenson, 2017).

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