

Back to results | 1 of 1

[View at Publisher](#) | [Export](#) | [Download](#) | [Add to List](#) | [More...](#)

Advanced Science Letters

Volume 22, Issue 12, December 2016, Pages 4271-4274

## Functional food consumption behaviour: The role of self-efficacy (Article)

Salleh, H.S.<sup>a</sup>, Noor, N.A.M.<sup>b</sup>, Mat, N.H.N.<sup>a</sup>

<sup>a</sup> School of Maritime Business and Management, University Malaysia Terengganu, Kuala, Terengganu, Malaysia

<sup>b</sup> Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Kedah, Malaysia

[View references \(30\)](#)

### Abstract

In social cognitive theory, **self-efficacy** has emerged as an important factor in behavioral change. Thus, this study aimed to investigate the influence of **self-efficacy** on the **consumption** behavior of **functional food** product among adults' consumers. A survey was conducted in Malaysia with the sample of 452 respondents by using the **self-administered** questionnaire. The results showed that **self-efficacy** positively influences the consumers to consume **functional food**. Despite the positive relationships, the explanatory power of **self-efficacy** to predict **functional food consumption** behavior was low. This indicated that there are other variables were also important in predicting **functional food consumption** behavior that needs to be addressed in future research. The results from this study would be valuable for the marketers in the healthy **food** industry to formulate effective marketing communication strategies focusing on encouraging the internal motivation of **self-efficacy** in order to facilitate favorable attitudinal change towards healthy **food consumption** among consumers. © 2016 American Scientific Publishers All rights reserved.

### Author keywords

**Consumption behaviour; Functional food; Self-efficacy**

ISSN: 19366612 Source Type: Journal Original language: English

DOI: 10.1166/asl.2016.8124 Document Type: Article

Publisher: American Scientific Publishers