THE EFFECT OF TRUST BELIEF AND SALESPERSON’S EXPERTISE ON CONSUMER’S INTENTION TO PURCHASE NUTRACEUTICALS: APPLYING THE THEORY OF REASONED ACTION

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The consumer’s attitude, subjective norm, and purchase intention were explored based on the theory of reasoned action (Fishbein & Ajzen, 1975). A sample of 334 consumers was surveyed and the results were analyzed using structural equation modeling. Results show that a consumer’s attitude subjective norm and the salesperson’s expertise will facilitate the purchase intention of buying nutraceuticals; the salesperson’s expertise and subjective norm can affect the consumer’s attitude; and trust belief does not directly affect purchase intention, but rather the consumer’s attitude to buying nutraceuticals and the subjective norm. Keywords: theory of reasoned action, trust belief, salesperson’s expertise, subjective norm, nutraceutical.