

# Investigating How Health Consciousness and Concerning Health Tendency Influence Behavioral Intention—A Case Study of COVID-19 Pandemic Period

Jian-Ming He<sup>\*</sup>, Shang-Ho Yang<sup>\*\*</sup>

*Since the start of the COVID-19 pandemic, many people have become concerned with which foods and drinks can protect against COVID-19. This study investigated whether consumers' health consciousness and health consciousness tendencies affect their behavioral intention during the COVID-19 pandemic. In this study, 633 valid samples were obtained, and the theory of planned behavior (TPB) and structural equation modeling were used to analyze consumers' intention to buy tea leaves and tea bags in Taiwan. The correlations of this intention with the new latent variables (health consciousness [HC] and health consciousness tendency [HCT]) during the COVID-19 pandemic and with the original latent variables in the TPB framework were explored. The results revealed that attitude, subjective norms, and perceived behavioral control significantly and positively affected behavioral intention. Regarding the new latent variables, HC exerted a*

---

\* Research Associate, Agricultural Policy Research Center at Agricultural Technology Research Institute.

\*\* The corresponding author in this paper and the Associate Professor in the Graduate Institute of Bio-Industry Management in National Chung Hsing University. We highly acknowledge the reviewers' valuable comments and suggestions. All remaining errors are the authors. Email: [bruce.yang@nchu.edu.tw](mailto:bruce.yang@nchu.edu.tw). Tel: +886-4-22840491 Ext. 22.

Received 16 February 2022; Received in first revised form 29 May 2022; Accepted 10 June 2022.

*significant positive effect on attitude and HCT], and HCT exerted a significant negative effect on behavioral intention but a significant positive effect on attitude. In addition, HCT was determined to exert an indirect significant positive effect on behavioral intention through attitude. This indicates that the marketing strategies for tea leaves and tea bags should focus on improving consumer attitudes toward drinking tea. This could potentially increase consumers' intention to buy and drink tea during the COVID-19 pandemic. The results of this study may help tea sellers and marketers better understand trends in consumers' behavioral intention and develop more effective marketing strategies to increase tea sales during the COVID-19 pandemic.*

**Keywords:** Tea, Health, COVID-19, Behavioral Intention, Theory of Planned Behavior

**JEL Classification:** D9, D12, Q13