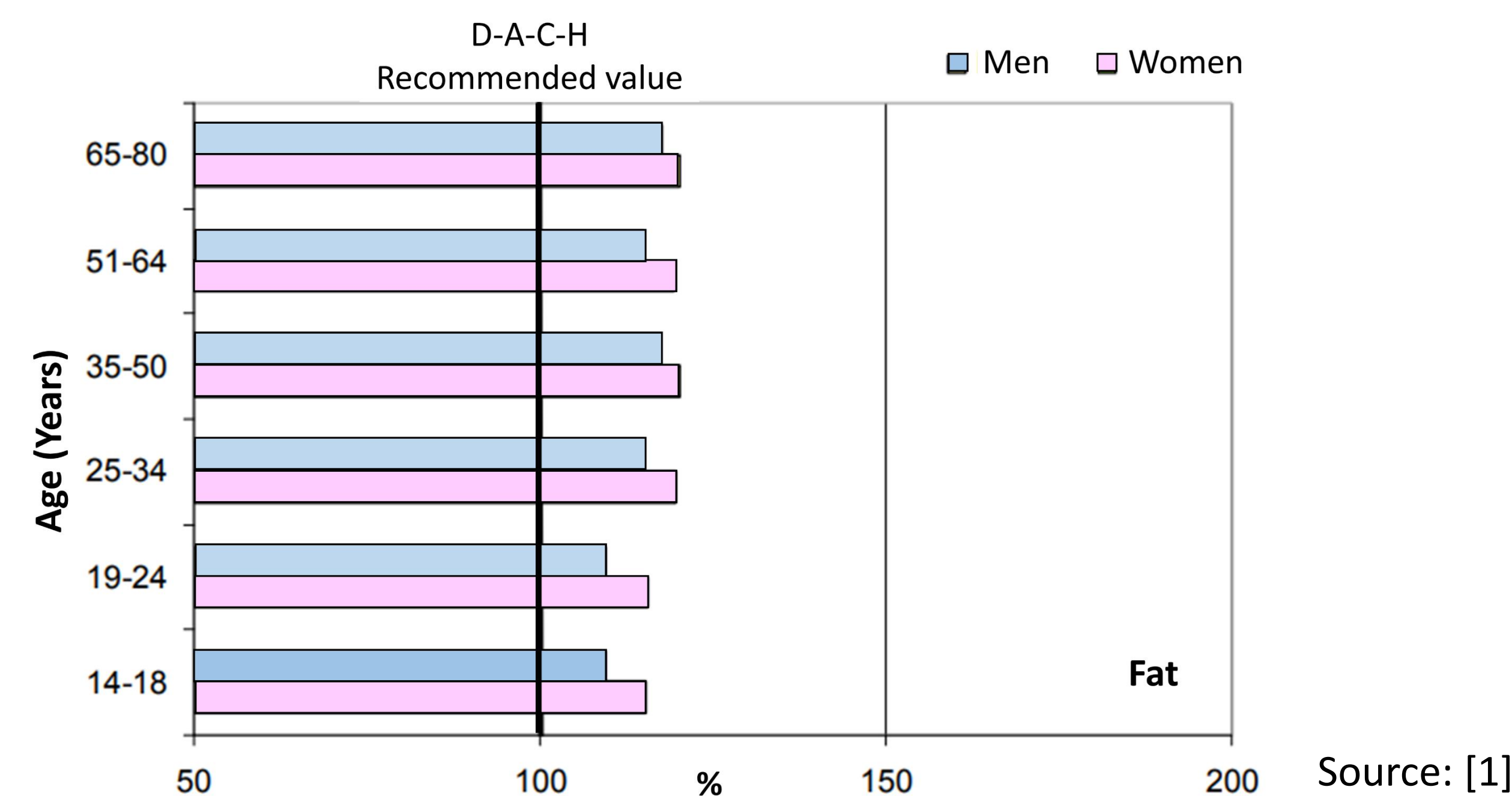


## Background & Methods

- Fat-intake in Germany is above the recommended amount
- Dairy products are the main source of fat-intake for women and the second highest for men [1]



### Research Questions:

- What are the key drivers for healthy shopping behaviours based on Social Cognitive Theory [2]?
- Can SCT constructs predict fat-reduced yogurt choice in females and males?
- Does the variance explained differ between the two genders?

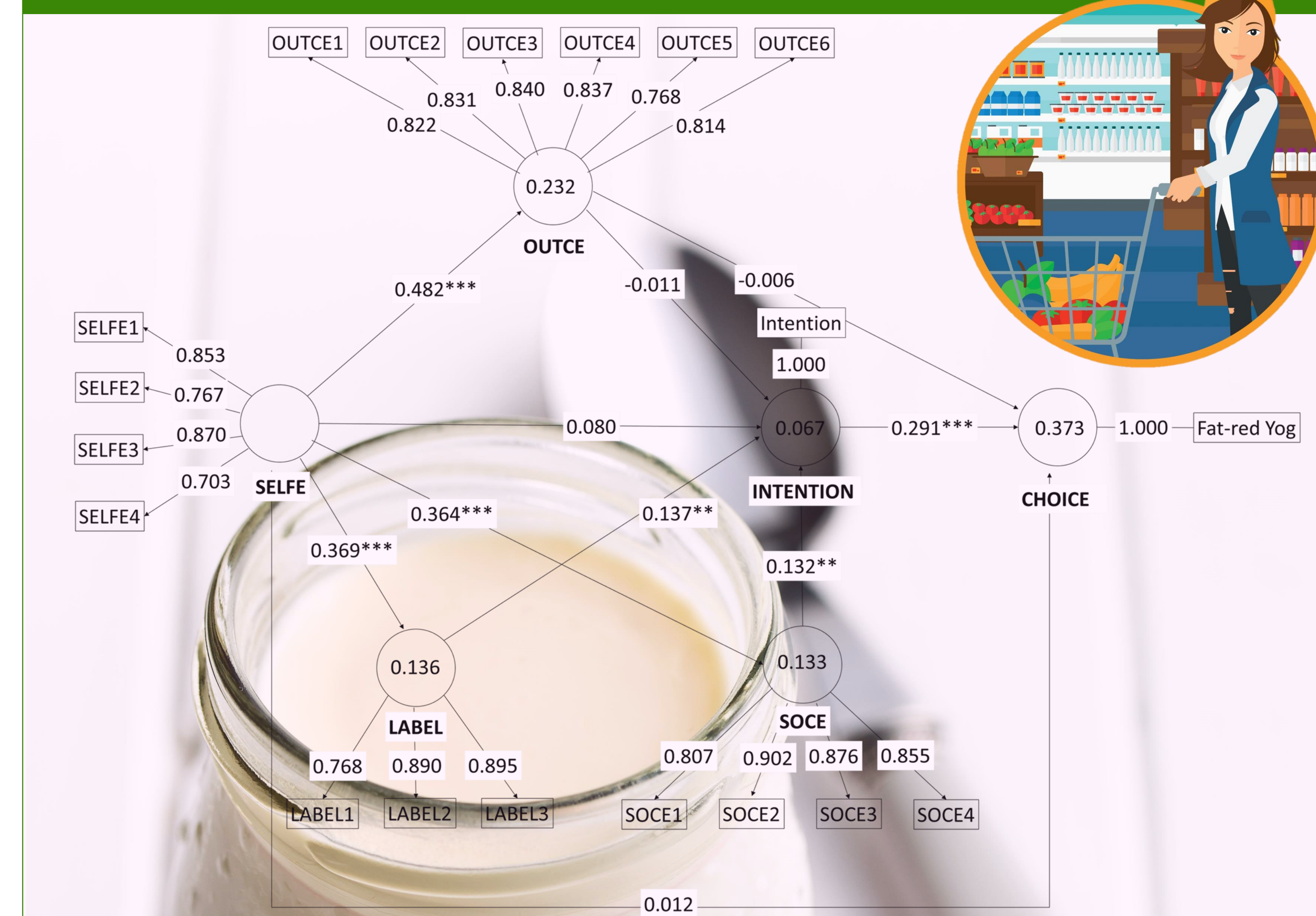
- National representative online survey in Germany, including SCT constructs
- n = 1181
- Analysis using SmartPLS4 [3]

**Items included in the survey:**

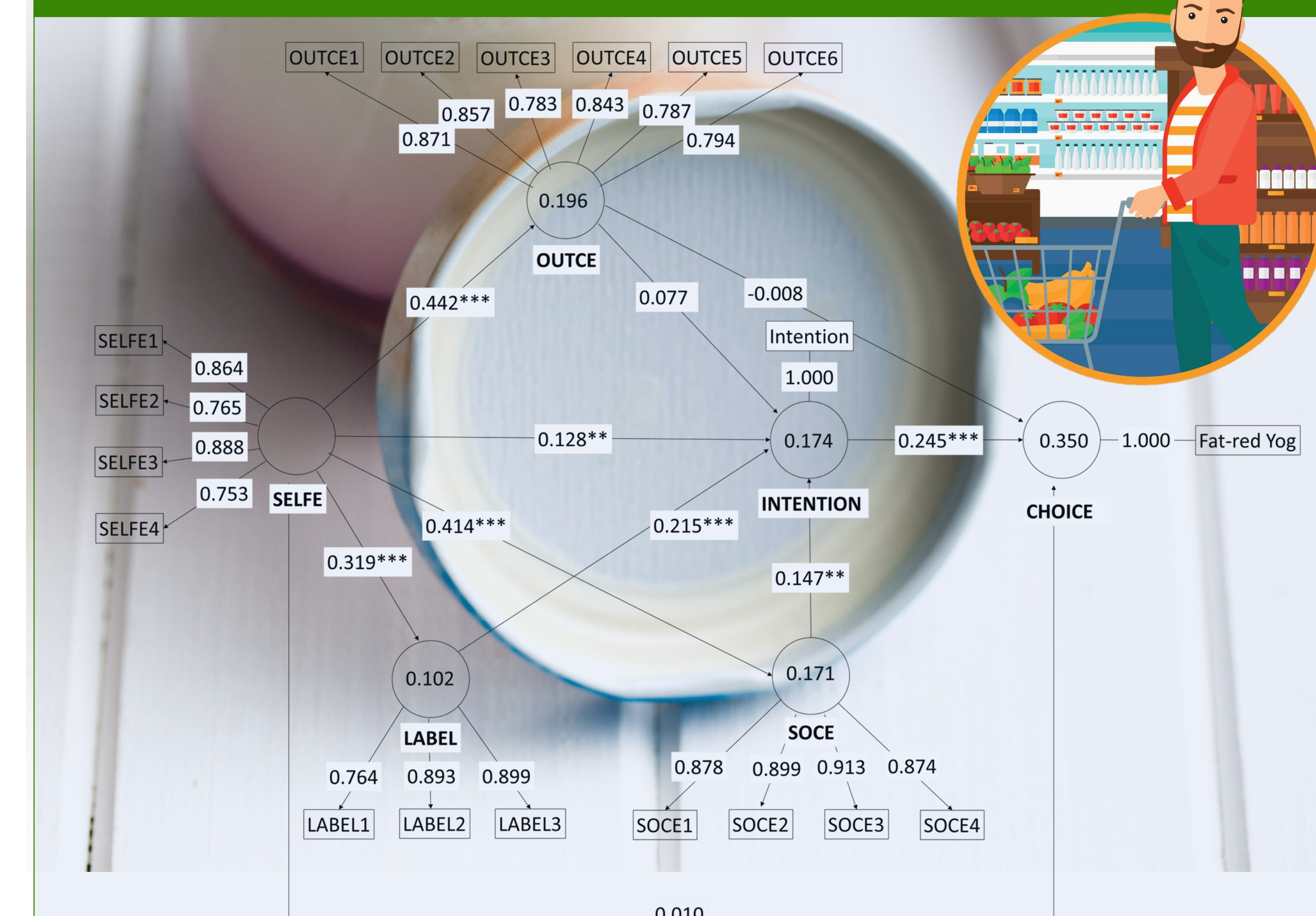
- ✓ Self-reported fat-reduced yogurt purchasing behaviour
- ✓ SCT constructs:
  - ✓ Self-efficacy
  - ✓ Outcome Expectancies
  - ✓ Label Use
  - ✓ Social Environment
  - ✓ Intention (to buy fat-reduced yogurts)

Picture: Maiconfz on pixabay

## PLS-SEM Model for females



## PLS-SEM Model for males



Pictures: 29474708, 19726043, 19726044 on colourbox

## Results & Conclusion

Sufficient quality criteria for both models:

- Outer loadings & outer weights:  $p < 0.05$  (assessed via bootstrapping)
- Internal consistency: rho A values  $> 0.7$  and  $< 0.95$
- Convergent validity: AVE values of  $> 0.5$
- Discriminant validity: HTMT ratios  $< 0.85$



- Intention is an important predictor of fat-reduced yogurt choice
- Self-efficacy, label use and social environment all indirectly influence choosing a fat-reduced yogurt option
- Outcome expectancies appear to not influence fat-reduced yogurt choice in the proposed way
- More variance in choice is explained for females than for males

### References

- [1] Max-Rubner-Institut. (2008). Nationale Verzehrsstudie II. Ergebnisbericht, Teil 2: Die bundesweite Befragung zur Ernährung von Jugendlichen und Erwachsenen. MRI.
- [2] Bandura, A. (2004). Health promotion by social cognitive means. Health education & behavior, 31(2), 143-164.
- [3] Ringle, C. M., Wende, S., & Becker, J.-M. (2022). SmartPLS Release: 4. In SmartPLS GmbH. <https://www.smartpls.com>

Picture: geralt on pixabay



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