

Abstract

Factors Affecting Parents' Behavioral Intentions towards Anti-Consumption of Junk Food in Jordan

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This study examines factors affecting parents' behavioral intentions towards anti-consumption of junk food in Jordan. An online survey was distributed to 537 participants, and the hypotheses were tested using SPSS V.25.

The results of the study demonstrated the strong predictive power of the theory of planned behavior (TPB) to explain parent's behavioral intention towards anti-consumption of junk food in Jordan. The empirical findings indicate that variables namely, attitudes, subjective norms, perceived control and health concern have statically significant effect towards anti-consumption of junk food in Jordan. It is unexpected to find that the external factor of the model has the highest significant effects on the parents' behavioral intentions toward the anti-consumption of junk food.

Research recommendation aid in the reduction of junk food consumption among children under the age of 18.

Keywords: Theory of planned behavior, Children, Health concern, Junk food.