



Principles of Behaviour Change in Health & Illness

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Conference Abstracts

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Does smoking matter in the intentions towards healthy diet? Results of regression analysis

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The current study aimed at revealing the specifics of the intentions towards healthy diet in groups of smokers and non-smokers (smokers=35%). The theory of planned behavior (Ajzen, 1985, 1987) was tested by using a TPB questionnaire. Data from 202 respondents (male=48%) were collected. In the stepwise multiple regression, subjective norm was entered first for the group of smokers and explained 32% of the variance in the behavioral intention ($F(1, 67) = 32.824, p < 0.001$). Attitude towards healthy eating was entered second and explained a further 2% ($F(1, 66) = 4.127, p = 0.46$). For the group of non-smokers, attitude was entered first and explained 27% of the variance ($F(1, 123) = 47.035, p < 0.001$). Perceived behavioral control was entered second and explained 35% ($F(1, 122) = 16.062, p < 0.001$). Subjective norm was entered third and explained 38% of the variance in the intention ($F(1, 121) = 6.882, p = 0.10$). Greater intention for healthy eating was revealed for the group of non-smokers. The results suggest that smoking is a specific factor for healthy eating intentions.