

MGI

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Impact of healthier choices on consumer well-being and satisfaction with
purchase

How Marketing Stimuli Drive Healthier Choices and Transform Consumer Satisfaction and Well-Being?

Master Thesis

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I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Lisbon, November 2024

Manuel Barros

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ABSTRACT

This research investigates the influence of health-oriented marketing stimuli on consumer satisfaction and subjective well-being. Drawing on theories of consumer behavior and marketing, the study analyzes how marketing messages that emphasize health benefits affect consumers' perceptions, satisfaction levels, and overall well-being. A quantitative methodology was applied, collecting data through an online survey and analyzing it with linear regression techniques. The results show that marketing stimuli have a statistically significant but relatively small effect on consumer satisfaction, while their influence on subjective well-being is considerably stronger. These findings suggest that marketing strategies focused only on immediate satisfaction may miss opportunities to build deeper and longer-lasting relationships with consumers. Instead, highlighting health-oriented values can help create positive long-term consumer experiences and brand loyalty. The study also shows the important role of perceived health benefits in shaping consumer responses, emphasizing the need for brands to align their communication strategies with the growing consumer interest in health and well-being. Practical implications are discussed for marketers aiming to promote healthier choices through strategic messaging. Future research should explore additional factors such as trust, health consciousness, and the influence of sustainable consumption trends. Overall, this study contributes to a better understanding of how health-driven marketing can enhance consumer satisfaction and significantly improve subjective well-being, offering valuable insights for academic research and marketing practices.

KEYWORDS

Marketing Stimuli; Health Perception; Consumer Satisfaction; Subjective Well-Being; Consumer Behavior.

Sustainable Development Goals (SDG):



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LIST OF ABBREVIATIONS AND ACRONYMS

- β – Beta Coefficient
- **BT** – Brand Trust
- **CSatsf** – Consumer Satisfaction
- **DV** – Dependent Variable
- **GDPR** – General Data Protection Regulation
- **Hperception** – Healthy Perception
- **IV** – Independent Variable
- **M** – Mean
- **N** – Sample Size
- **p** – Significance Level
- **Pvalue** – Perceived Value
- **SD** – Standard Deviation
- **SPSS** – Statistical Package for the Social Sciences
- **SWB** – Subjective Well-Being
- **_m** – Measure

1. Introduction

Research Question: How do Marketing Stimuli influence Healthier Choices and impact Consumer Satisfaction and Subjective Well-Being?

Making health-conscious decisions has grown more important in today's consumer-driven society, as people value goods that support well-being and are consistent with their personal beliefs. Marketing stimuli, such as targeted ads with a health theme, play a critical role in shaping these behaviors by emphasizing attributes like nutritional value, organic certifications, or sustainability (Joshi & Rahman, 2019). Despite that, little is known about the processes by which these stimuli encourage healthier decisions and affect subjective well-being and customer satisfaction. This highlights the need for businesses to understand these factors to effectively promote healthy lifestyles and improve customer experiences.

Moreover, recent studies show that health-focused messages not only influence consumer choices but also evoke positive emotions, reinforcing emotional bonds with health brands.

Recent studies indicate that health-focused messages not only influence consumer choices but also evoke positive emotions, reinforcing emotional bonds with health brands (Cuong, 2024).

By highlighting the advantages of health, marketing stimuli (especially ads) have a significant impact on how consumers behave. In order to persuade customers to make healthier decisions, health-focused ads use persuasive messaging to emphasize qualities like nutritional worth, organic certifications, or environmental sustainability (Joshi & Rahman, 2019). By matching product offerings with individual wellness goals and ideals, these advertisements aim to appeal to health-conscious people. Research indicates that enhancing the perceived value of health-oriented products, particularly through social and emotional appeals, can significantly influence customer satisfaction and overall well-being (Sausan, Solih, & Hassan, 2025).

Also looks at how Perceived Value and Healthy Perception, which act as mediators in this relationship, influence healthier choices and consumer outcomes. These mediators connect the mental and behavioral aspects of how consumers make decisions, linking external marketing tactics to outcomes such as Subjective Well-Being (long-term) and Consumer Satisfaction (short-term) (Sweeney & Soutar, 2001). Furthermore, to evaluate how individual differences affect the impact of marketing on customer behavior and outcomes, the research incorporates moderators and control variables, including Consumer Involvement, Health Awareness, and Brand Trust (Khan et al., 2021).

This study aims to provide a thorough understanding of how marketing efforts shape healthier choices and their subsequent impact on consumer satisfaction and well-being.

The results are intended to contribute valuable insights into how marketing tactics can successfully encourage health-conscious behavior, boost customer satisfaction, and improve the quality of life for individuals (Panidi, Grebenschikova, & Klucharev, 2023).

2. Literature Review

2.1 Healthy consumption

Healthy products are becoming more and more important to customers as their concerns about their physical and emotional well-being grow. Nowadays, many people choose products that help achieve their health “goals”, like those with natural components, lower calories counts, or organic certifications. This change is indicative of the larger trend of conscious consumerism, in who think about the long-term effects of their purchases on environmental sustainability and personal well-being in addition to the short-term advantages of their purchases (Joshi & Rahman, 2019). This movement is influenced by health consciousness, as customers actively look for goods that complement their wellness objectives and personal beliefs.

Brands have started using marketing stimuli to change consumer perceptions and promote healthier consumption after realizing this trend. The goal of marketing initiatives, including personalized ads, is to draw in customers and influence their behavior by highlighting the advantages of health-conscious products. Advertisements that focus on a product's natural ingredients, nutritional worth, or health certifications, for instance, are effective ways to improve consumer perception. Personal values such as social responsibility and sustainability play a key role in consumers' willingness to adopt healthier food choices (Chernev, A., & Blair, S. 2020). In addition to encouraging brand loyalty and emotional connection, this tactic establishes businesses as reliable partners in advancing sustainability and health (Bonn, M. A., Cronin Jr., & Cho, M, 2016).

Reinforcing the perceived value of healthy choices has been especially successful when done through the use of marketing stimuli, such as health-focused commercials.

Businesses can increase the psychological benefits of making such decisions, such as emotions of pride and accomplishment, by developing messaging that appeals to health-conscious consumers (Khan et al., 2021). A more significant and permanent relationship with their audience is created, allowing brands to enhance both consumer happiness and subjective well-being (Panidi, Grebenshikova, & Klucharev, 2023). The growing significance of healthy consumption in influencing future consumer behavior is highlighted by this connection between marketing strategies and customer priorities.

2.2 Consumer Satisfaction

A key idea in consumer behavior and marketing, consumer satisfaction describes the general sense of happiness a customer has when a good or service meets or beyond their expectations and obtains positive emotional reactions. Consumer perceptions and experiences are highly influenced by marketing stimuli, especially when they are in line with health-related messaging. According to Ledden, Kalafatis, and Samouel (2007), customer satisfaction is influenced not only by the actual performance of a service but also by its perceived value and alignment with the customer's personal values and goals.

According to research, the satisfaction that comes from making healthier decisions comes from both material advantages like better health outcomes and psychological ones like pride and a sense of achievement (Joshi & Rahman, 2019).

Marketing tactics that successfully transmit these advantages can improve brand loyalty and increase emotional engagement, especially with customers who are health-conscious (Bonn, Cronin Jr., & Cho, 2016).

Additionally, consumers who are more health conscious are better able to see the benefits of health-oriented products, which increases their level of happiness and loyalty. More health-conscious people are more likely to connect emotionally with items that align with their beliefs and to interact significantly with marketing messages (Khan, Muhammad, Smyth, & Coyle, 2021).

Businesses looking to build important customer experiences must understand how healthier choices affect satisfaction. Research indicates that a mix of perceived product effectiveness, emotional investment, and compatibility with personal beliefs affects consumers' happiness with health-related purchases. According to Panidi, Grebenschikova, & Klucharev, 2023, this dynamic not only increases consumer loyalty but also establishes companies acting as consistent supporters in promoting well-being. Businesses can create strategies that connect with health-conscious consumers and promote long-term happiness and loyalty by using marketing stimuli to highlight these elements.

H1: Healthier Marketing Stimuli impacts positively Consumer Satisfaction

2.3 Subjective Well-Being

A person's overall level of happiness and life satisfaction, including both emotional and cognitive assessments, is measured by their subjective well-being (SWB). Three fundamental elements make up SWB, according to Diener et al. (1984): overall life satisfaction, rare negative affect, and frequent positive affect. This paradigm provides insightful information about how marketing stimuli indirectly affect long-term perceptions of well-being through healthier choices, in addition to customer satisfaction.

Subjective well-being (SWB) measures an individual's total degree of happiness and life satisfaction, including both emotional and cognitive evaluations. Diener et al. (1984) identified three basic components of SWB: frequent positive affect, infrequent negative affect, and overall life satisfaction. In addition to consumer satisfaction, this paradigm offers valuable insights into how marketing stimuli indirectly influence long-term perceptions of well-being through better choices.

According to recent research, consumer actions that are in line with individual beliefs and objectives have a significant impact on SWB. Emotional “peace” and an improved vision of life are facilitated by healthier choices that are motivated by marketing stimuli that emphasize advantages like sustainability or health gains (Xiao et al., 2022). Additionally, SWB and customer satisfaction are especially improved by focused marketing tactics that include promoting pleasant emotions (Ayadi & Paraschiv 2024).

H2: Healthier Marketing Stimuli creates more Subjective Well-Being.

2.4 Mediators

2.4.1 Perceived values

A crucial idea in consumer behavior is perceived value, which is the individual's subjective evaluation of a product's advantages above its disadvantages. It is essential in health-conscious consumer choices because it captures social (status or shared values), emotional (alignment with health goals), and functional (quality, nutrition) benefits (Zeithaml, 1988; Sweeney & Soutar, 2001). These factors affect how customers understand advertising and how likely they are to choose healthier options (Grunert, K. G., & Wills, J. M. (2007).

Marketing stimuli are linked to subjective well-being and customer satisfaction through perceived value acting as a mediator. Consumers who are more aware of health-related marketing promises, including organic certifications, are more likely to believe them (Khan et al., 2021). Effectively communicating the advantages of healthy products helps businesses increase customer loyalty and make a positive impact.

H3 a) Perceived Value mediates the relationship between Marketing Stimuli and Consumer Satisfaction.

H3 b) Perceived Value mediates the relationship between Marketing Stimuli and Healthy Perception.

2.4.3 Healthy Perception

A consumer's subjective understanding and evaluation of how a product enhances their health and well-being is referred to as their "healthy perception." Multiple variables influence this view, including the marketing stimuli that companies use, such as language that highlights nutritional benefits, product certifications, or health-focused ads. Health perception is shaped by various psychological and ethical factors, including the consumer's level of health consciousness and concern for food safety (Michaelidou & Hassan, 2007). As consumers evaluate factual information and take into account how a product fits with their own health goals and values, healthy perception involves both mental and emotional assessments (Joshi & Rahman, 2019).

The association between marketing stimuli and two important outcomes, consumer satisfaction and subjective well-being, is mediated in this study by healthy perception. Customers are more satisfied with their purchases when health-focused marketing messages enhance their views of a product's health benefits (H4a). Customers feel more pride and emotional benefits when they believe a product is helping them stay healthy, which raises their level of satisfaction overall (Sweeney & Soutar, 2001).

Stronger links between perceived health advantages and satisfaction can be formed, for instance, when a product is promoted as organic or sugar-free since it may motivate feelings of accomplishment and agreement with individual health goals (Bonn, Cronin Jr., & Cho, 2016).

In the same way, the association between subjective well-being and healthier marketing stimuli is mediated by healthy perception (H4b). Because customers feel inspired and supported in making health-conscious decisions, these stimuli promote long-term well-being by reinforcing favorable views of a product's health advantages (Khan et al., 2021). This is especially important because subjective well-being includes more than just short-term satisfaction; it also includes a comprehensive sense of achievement, which is greatly impacted by the belief that decisions are made with health in mind (Panidi, Grebenshikova, & Klucharev, 2023).

Therefore, healthier marketing stimuli that improves healthy perception promote long-term customer happiness and well-being in addition to instant "joy". Behavioral psychology emphasizes that sustained health behavior change depends on consistent stimuli that align health perceptions with consumers' personal goals. Given their capacity to influence both immediate and long-term customer outcomes, the research's conclusions emphasize the need of developing marketing communications that clearly express health benefits. Businesses can create strategies that connect with customers and improve their general quality of life by comprehending the mediating role of healthy perception.

H4 a) Healthy perception mediates the relationship between healthier marketing stimuli and consumer satisfaction.

H4 b) Healthy Perception mediates the relationship between Healthier Marketing Stimuli and Subjective Well-Being.

2.5 Conceptual Model

The impact of marketing stimuli as the independent variable on both short-term consumer satisfaction and long-term subjective well-being (SWB) is investigated in this conceptual model. Through two important mediators Perceived Value and Healthy Perception the model investigates how marketing tactics, such health-focused campaigns, influence customer behavior and attitudes. The cognitive assessment of a product's advantages over disadvantages is captured by perceived value, while healthier choices are habitual choices that put one's physical and mental health first. These mediators work together to explain how consumer results are influenced by outside stimuli.

In order to reduce the effects of marketing stimuli on perceived value and healthier choices, which affects consumer satisfaction and subjective well-being, access to health- oriented products takes into consideration the availability and affordability of better options. Conscious people are more likely to connect emotionally with items that align with their beliefs and to interact significantly with marketing messages (Khan et al., 2021).

Businesses looking to build important customer experiences must understand how healthier choices affect satisfaction. Research indicates that a mix of perceived product effectiveness, emotional investment, and compatibility with personal beliefs affects consumers' happiness with health-related purchases. According to (Panidi, Grebenschikova, & Klucharev, 2023), this dynamic not only increases consumer loyalty but also establishes companies as reliable allies in promoting wellbeing. Businesses can create strategies that connect with health- conscious consumers and promote long-term happiness and loyalty by using marketing stimuli to highlight these elements.

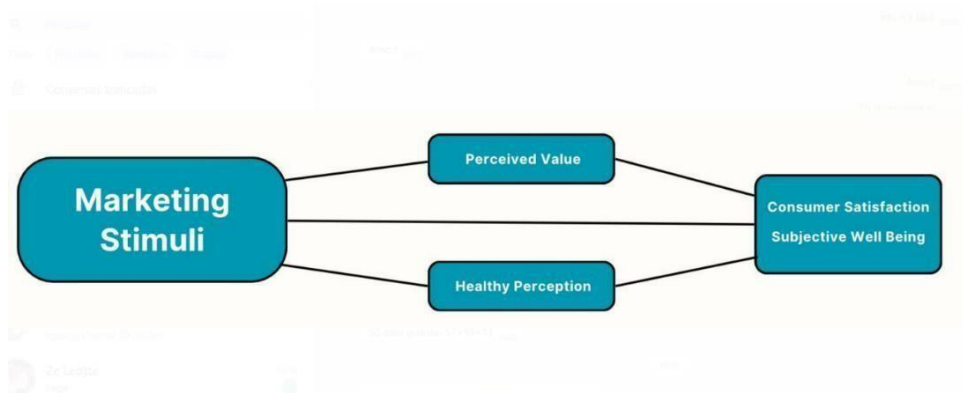


Fig1. Conceptual Framework

3. Methodology

3.1 Research Design

The experimental design used in this work is generally accepted as the best method for determining causal links in behavioral research. By controlling for unrelated variables, experimental methods enable researchers to modify one or more independent variables and guarantee that the observed effects on dependent variables are due to the manipulation (Vrtana & Krizanova, 2023).

This study examines the effects of differences in health-oriented advertising material on important consumer outcomes, including subjective well-being and consumer satisfaction, by employing marketing stimuli as the independent variable. This study is especially well-suited to experiments since they offer the internal validity required to examine theoretical frameworks in a controlled setting (Vrtana & Krizanova, 2023).

Additionally, trials support the study's goal of identifying the processes by which marketing stimuli influence consumer decision-making, mediated by perceived value and healthy perception.

For this study, a single-factor between-subjects design was chosen, and the independent variable was marketing stimuli. Participants are randomized to either the healthy marketing stimuli group or the non-healthy marketing stimuli group in this design. To ensure that exposure to the other condition does not affect their replies, each participant is only exposed to one experimental condition. This method reduces the possibility of carryover effects, which could happen in a within-subjects design if participants compare the stimuli or change their answers depending on previous experience (Charness, Gneezy, & Kuhn, 2012). By guaranteeing that individual characteristics, including past attitudes toward health or brand loyalty, are dispersed equally among groups, random assignment enhances the study's validity even more.

This makes it possible to evaluate the causal relationship between marketing stimuli and consumer outcomes with greater accuracy.

Presenting participants with different ads that are designed to express either health- focused or non-health- focused messaging is how the independent variable is manipulated. Participants in the healthy marketing stimulus group will watch commercials that highlight the advantages of products for their health. The slogan "Guilt-Free Indulgence That Tastes Amazing!" might be used in an advertisement, for instance, along with images of fresh fruit, and active people enjoying outdoor activities. These components are thoughtfully crafted to convey a strong focus on health and to correspond with the well-being-related values of the consumer. Participants in the non- healthy marketing stimulus group, on the other hand, will see advertisements that emphasize qualities like pleasure, convenience, or affordability that have nothing to do with health. The slogan "Endulgence, Elevated" might be

used in an example of such an advertisement, along with pictures of rich, Power bar or reasonably priced meals amid hectic environments. The study may assess the impact of health-oriented versus non-health-oriented messages on consumer behavior and perceptions since these stimuli are made to elicit different emotional and cognitive reactions.

Previous studies have shown how effective advertising is at influencing consumer attitudes and behavior, which supports the use of ads as the operationalization of marketing stimuli. The selection of health-oriented messages is supported by previous findings showing that health-related appeals aligned with consumer values are highly effective in influencing food choices. According to research, personalized advertising can successfully express the attributes and values of a product, increasing its perceived value and guiding consumers' decisions to buy (Joshi & Rahman, 2019). The study confirms the validity of the manipulation by using pre-tests to make sure participants correctly understand the stimuli's intended health orientation. These pre-tests will evaluate elements like the commercials' perceived appeal, believability, and healthiness, offering crucial input for improving the stimuli prior to the main experiment (Ejelöv & Luke, 2020).

In conclusion, a thorough examination of the ways in which marketing stimuli affect customer outcomes is made possible by this experimental methodology. By employing ads as the independent variable, the study documents a practical implementation of marketing tactics and provides insightful information about how companies can successfully encourage healthier customer choices. A single-factor between-subjects design guarantees the findings' dependability and clarity, advancing our knowledge of the relationship among marketing, customer perceptions, and well-being.

Healthy Marketing Stimuli Example VS Non-Healthy Marketing Stimuli



Figure 2. Healthy Stimuli



Figure 3. Non-Healthy Stimuli

3.2 Measures

The influence of the modified marketing stimuli on the dependent variables, as well as the mediating and moderating interactions within the conceptual model, are evaluated in this experimental investigation using validated measurement scales.

Multiple-item scales modified from well-established literature are used to measure each variable, guaranteeing reliability and consistency. In keeping with the goal of the experimental design, which is to isolate causal links, these scales have been carefully chosen to capture the cognitive, emotional, and behavioral aspects of consumer responses.

To account for the circumstances of the experimental manipulation, the variables are operationalized. For instance, exposure to advertisements emphasizing health-related features will be used to judge participants' impressions of healthy marketing stimuli, while mediators such as perceived value and healthy perception will record their assessments of the goods featured in the stimuli.

The table below provides an overview of the variables measured in the experiment, the specific questions used for each, and their respective sources from the academic literature.

Table 1. - Measures

Variable	Sample Questions	Source
Marketing Stimuli	1. "The advertisements I encounter highlight the health benefits of products." 2. "I feel motivated to make healthier choices after seeing health-focused marketing." 3. "Marketing messages emphasize the nutritional value of products."	García-Salirrosas et al. (2025)
Perceived Value	1. "This product offers good value compared to its price." 2. "The benefits of this product outweigh its cost." 3. "I feel satisfied with the trade-off between quality and price for this product."	Zeithaml et al. (1988)

Healthy Perception	1. "This product is marketed as a healthier choice for consumers." 2. "I perceive this product as beneficial to my health and well-being." 3. "The health benefits of this product align with my personal goals."	Gvili, Tal e Arav (2021)
Consumer Satisfaction	1. "I am satisfied with how this product meets my needs." 2. "The product's performance exceeds my expectations." 3. "I would recommend this product to others because of its benefits."	Ghabban, M. (2025)
Subjective Well Being	1. "Purchasing this product contributes to my overall happiness." 2. "I feel that this product enhances my quality of life." 3. "Using this product aligns with my long-term well-being goals."	Diener et al. (2018)
Health Awareness	1. I am aware of how my product choices impact my health. 2. I consider health beneficts when selecting products. 3. I prioritize health when making purchase decisions.	Michaelidou e Hassan (2008)

Brand Trust	1. I trust this brand to provide high-quality products. 2. This brand appears consistent with the values it promotes. 3. I believe this brand is reliable.	<i>Bilgihan, A. (2016)</i>
Consumer Involvement	1. "I actively look for health benefits in the products I buy." 2. "I spend time comparing different product options before purchasing." 3. "The health-related features of a product are important in my decision-making."	Marsall et al. (2021)

4. Data Collection and Sample

An online experiment was conducted to gather data, using convenience sampling to recruit participants via email invitations, academic forums, and social media. This approach ensured accessibility and scalability. Participants were informed about the study's objectives, methods, and time commitment before voluntarily participating. Recruitment materials emphasized the importance of honest and thoughtful responses to ensure result authenticity.

To maintain study integrity, specific inclusion and exclusion criteria were applied. Participants had to be fluent in Portuguese or English and able to comprehend the experimental stimuli. Those who had previously seen the ads used in the experiment were excluded to avoid bias. Screening questions ensured compliance with these criteria.

The data collection process had two stages: a pre-test and the main experiment. The pre-test involved 30 participants and helped refine the experimental setup by validating the manipulation of marketing stimuli as the independent variable. Participants rated the stimuli based on appeal, credibility, and healthiness, leading to necessary adjustments for clarity and consistency.

In the main experiment, 138 valid responses were collected. Participants were randomly assigned to either the healthy marketing stimuli group or the non-healthy marketing stimuli group. Randomization helped control for individual differences, such as attitudes toward marketing and health. Each participant was exposed to only one condition to minimize bias. The sample size ensured sufficient statistical power to detect significant effects.

Data was collected via Qualtrics, providing a secure and anonymous participation environment. The survey included clear instructions, the experimental stimuli (advertisements), and validated scales to measure dependent and mediating variables. Upon completion, participants received a thank-you note, and responses were securely stored for analysis.

The entire data collection process was completed in four weeks, following institutional ethics approval and GDPR guidelines. Participants were informed of their rights, including the voluntary nature of participation and the ability to withdraw at any time without consequence. No personally identifiable information was collected, and all data was stored securely on encrypted servers. Prolific's technology was used to enhance anonymity and compliance with ethical standards.

The survey followed a between-subjects experimental design, where participants were randomly assigned to one of two conditions (healthy marketing stimuli or non-healthy marketing stimuli). This structured approach provided valuable insights into how marketing stimuli influence consumer perceptions, satisfaction, and subjective well-being while ensuring the validity, reliability, and ethical compliance of the study.

4.1 Introduction

Participants were first presented with an introduction outlining the purpose of the study, ensuring anonymity, and clarifying that participation was voluntary. The introduction also provided an estimated completion time (5-8 minutes) and assured that there were no foreseeable risks. Before proceeding, participants were required to give consent to participate in the study.

4.1.1 Marketing Stimuli Presentation (Independent Variable Manipulation)

Participants were **randomly assigned** to one of two groups:

- **Healthy Marketing Stimuli:** A product advertisement emphasizing natural ingredients, low sugar, and health benefits.
- **Non-Healthy Marketing Stimuli:** A product advertisement highlighting indulgence, rich flavor, and sensory satisfaction.

Each participant **viewed a product description and corresponding image** before proceeding to the next section.

4.1.2 Main Questionnaire (Dependent and Mediator Variables - 7-Point Likert Scale)

After viewing the marketing stimuli, participants answered a **set of Likert-scale questions (1 = Strongly Disagree to 7 = Strongly Agree)** measuring key variables:

- **Perceived Value** (e.g., "I believe this product offers good value for money.")
- **Healthy Perception** (e.g., "This product appears to be a healthy choice.")
- **Consumer Satisfaction** (e.g., "I am satisfied with the expected performance of this product.")
- **Subjective Well-Being** (e.g., "Using this product would enhance my overall well-being.")
- **Consumer Involvement** (e.g., "I actively look for health benefits in the products I buy.")
- **Health Awareness** (e.g., "I consider health benefits when selecting products.")
- **Brand Trust** (e.g., "I trust this brand to provide high-quality products.")

4.1.3. Demographic Questions (Control Variables)

To control for external influences, the survey included demographic questions:

- Age (Open-ended)
- Gender (Male, Female, Other, Prefer not to say)
- Education Level (High School, Bachelor's, Master's, PhD, Other)
- Frequency of purchasing health-focused products (Yes/No)

4.1.4. Final Remarks and Debriefing

At the end of the survey, participants were thanked for their participation and reminded that their responses would contribute to academic research. They were given contact details for further inquiries or concerns.

5. Data Analysis

The purpose of this empirical study is to look into how marketing stimuli affect customer satisfaction, perceptions, and subjective well-being. Participants are randomly assigned to one of two groups using an experimental design, and each group is exposed to a different marketing stimulus: either non-healthy marketing stimuli (which emphasize indulgence and taste satisfaction) or healthy marketing stimuli (which emphasize natural ingredients and well-being benefits). Participants in the experiment assess the offered product using important factors including perceived value, customer satisfaction, and subjective well-being using an online survey on Qualtrics. This study aims to comprehend how marketing methods influence consumer decisions and emotional reactions by comparing responses between the two scenarios.

Control variables that may affect participants' perceptions and assessments of the product, such as consumer involvement, health knowledge, and brand trust, are included in the study to guarantee reliable data collection. Following data collection, SPSS will be used to analyze the findings, comparing differences between the experimental groups using t- tests. This method makes it possible to quantitatively evaluate the effects of healthier marketing stimuli on customer perceptions and well-being, offering important insights into how companies may successfully influence consumers' health-conscious buying habits.

5.1 Pre-Test

5.1.1 Descriptive Statistics

This section presents the descriptive statistics of the pre-test sample, including frequency distributions for demographic factors (gender, age, education, employment status, and health-related purchasing habits) and summary statistics (means and standard deviations) for key study variables (perceived value, healthy perception, consumer satisfaction, subjective well-being, consumer involvement, health awareness, and brand trust).

Beyond descriptive analysis, bivariate and multivariate techniques will be used for hypothesis testing. Bivariate analysis will explore correlations between key variables, while multivariate analysis will assess their combined effects. These insights, presented through tables and visualizations, provide a foundation for further logical analysis.

5.1.2 Demographic Summary

Table 2.- Demographic Summary

Sample	Category	N	Percentage
Gender	Male	14	45,2%
	Female	17	54,8%
	Rather not to say	0	0
Education	High school	10	30,3%
	Bachelor's Degree	12	36,4%
	Master's Degree	9	27,3%
	Doctoral degree	2	6,1%
Employment Status	Unemployed	1	3%
	Student	6	18,2%
	Working student	2	6,1%
	Employeeed Part- time	1	3%
	Employeeed Full- Time	23	69,7%
Health Purchase	Yes	31	100%
	No	0	0

The pre-test sample consists of 33 valid responses, after accounting for missing data. The demographic characteristics of the participants are summarized in Table above.

Gender and Age distribution

Among the participants, 45.2% identified as male, while 54.8% were female. The sample includes individuals across different age groups, ranging from 18 to 53 years old, with a notable concentration in the early to mid-20s. Specifically, the most represented age groups were 23 years old (18.2%), followed by 24 and 25 years old (12.1%) and 22, 26 and 28 years old (9.1%).

Employment status

Regarding employment, 69.7% of participants were employed full-time, while 18.2% were students. A smaller proportion were either working students (6.1%). Employed Part-time and Unemployed shared the same distribution (3%).

5.1.3 Manipulation Check

An independent samples t-test was conducted to assess whether the marketing stimuli manipulation was effective. Results confirmed a statistically significant difference between conditions, indicating that participants exposed to the Healthy Marketing Stimuli condition ($M = 5.46$, $SD = 0.519$) perceived the advertisement differently compared to those in the Non-Healthy Marketing Stimuli condition ($M = 3.00$, $SD = 1.134$), $t(26) = 7.189$, $p < .001$. The mean difference of 2.462 was statistically significant, with a 95% confidence interval ranging from 1.758 to 3.165, confirming that the manipulation successfully distinguished between the two conditions. These results indicate that participants correctly perceived the intended differences between the advertisements, validating the effectiveness of the independent variable manipulation and ensuring the study can proceed with further hypothesis testing.

5.2 Study 1

5.2.1 Descriptive Statistics

A total of 138 participants took part in this study. The sample was relatively young, with an average age of 27.05 years ($SD = 7.95$), ranging from 18 to 66 years. Regarding gender distribution, the majority of participants were male (63%), followed by female (27.5%), while 1.6% of respondents preferred not to disclose their gender.

Regarding the control variables, participants reported a moderate to high level of brand trust ($M = 4.41$, $SD = 1.18$) and consumer involvement ($M = 5.01$, $SD = 1.23$), indicating that they generally engage with brands and health-related decisions. Health awareness was also relatively high ($M = 5.21$, $SD = 1.20$), suggesting that most respondents consider health aspects in their decision-making process. However, when it comes to purchasing health-focused products, the data revealed that the majority of participants do not regularly purchase these products ($M = 1.20$, $SD = 0.39$, measured on a binary scale where 1 = No and 2 = Yes).

5.2.2 Manipulation Check

An independent samples t-test was conducted to assess whether the marketing stimuli manipulation was effective. Results confirmed a statistically significant difference between conditions. Participants exposed to the Healthy Marketing Stimuli condition ($M = 5.91$, $SD = 0.996$) perceived the advertisement differently compared to those in the Non-Healthy Marketing Stimuli condition ($M = 2.62$, $SD = 1.234$), $t(135) = 17.209$, $p < .001$.

The mean difference of 3.295 was statistically significant, with a 95% confidence interval ranging from 2.917 to 3.674, confirming that the manipulation successfully distinguished between the two conditions. These results indicate that participants correctly perceived the intended distinctions between the advertisements, validating the effectiveness of the independent variable manipulation.

5.2.3 Control Variables and Group Comparisons

Independent samples t-tests were conducted to examine differences in control variables across conditions (Healthy vs. Non-Healthy Marketing Stimuli). The analysis revealed a significant difference in Brand Trust (BT_m) ($t(135) = 6.230$, $p < .001$), indicating that participants in the Healthy Marketing Stimuli condition reported higher trust in the brand ($M = 4.96$, $SD = 0.97$) compared to those in the Non-Healthy Marketing Stimuli condition ($M = 3.85$, $SD = 1.10$).

Additionally, significant differences were found in Consumer Involvement (Involvement_m) ($t(136) = 1.684$, $p = .047$) and Health Awareness (Awareness_m) ($t(136) = 2.560$, $p = .006$), with participants in the Healthy Marketing Stimuli condition showing higher involvement ($M = 5.18$, $SD = 1.10$) and greater health awareness ($M = 5.47$, $SD = 0.98$) than those in the Non-Healthy Marketing Stimuli condition ($M = 4.28$, $SD = 1.35$ and $M = 4.95$, $SD = 1.36$, respectively).

However, no significant differences were found in Frequency of Purchasing Health-Focused Products (Purchase_m) ($t(136) = -1.154$, $p = .125$), suggesting that prior purchasing habits were similar between groups.

These results suggest that while Brand Trust, Consumer Involvement, and Health Awareness were significantly different between conditions, prior purchasing behavior remained consistent across groups. These factors will be considered in subsequent analyses to assess their influence on consumer perceptions and well-being.

5.2.4 Main Effects

The main effect of Marketing Stimuli on the dependent variables was analyzed using linear regression. The results indicated that Marketing Stimuli had a statistically significant impact on Consumer Satisfaction ($\beta = 3.130$, $t = 5.498$, $p = 0.021$), although with a small effect size ($\eta^2 = 0.041$), suggesting that while marketing stimuli influence consumer satisfaction, the magnitude of this effect is relatively low. This is consistent with the descriptive statistics, which show that participants exposed to healthy stimuli reported higher satisfaction levels ($M = 5.03$, $SD = 1.03$) compared to those exposed to non-healthy stimuli ($M = 4.05$, $SD = 0.86$).

In contrast, the effect of Marketing Stimuli on Subjective Well-Being was highly significant ($\beta = 61.517$, $t = 79.009$, $p < 0.001$), with a moderate to large effect size ($\eta^2 = 0.384$), indicating that health-oriented marketing stimuli have a substantial impact on consumers' subjective well-being. This is further supported by the descriptive data, where participants in the “Healthy” group reported significantly higher levels of well-being ($M = 5.15$, $SD = 1.22$) compared to the “Non-Healthy” group ($M = 2.81$, $SD = 1.05$).

These findings suggest that marketing stimuli not only affect consumer satisfaction but also play a crucial role in shaping subjective well-being, with the latter being strongly influenced by the communication of health-related messages. This highlights the importance of designing marketing strategies that go beyond short-term satisfaction and foster long-term positive consumer experiences. Future research should explore whether this effect varies across different consumer profiles, such as those with higher health awareness or stronger brand loyalty.

5.2.5 Mediation Analysis

To examine whether Perceived Value (PValue_m) and Healthy Perception (HPercept_m) mediated the effect of Marketing Stimuli on Consumer Satisfaction (Satisf_m) and Subjective Well-Being (SWB_m), a PROCESS Model 4 mediation analysis was conducted. The analysis included Brand Trust (BTrust_m), Consumer Involvement (Involvement_m), Health Awareness (Awareness_m), and Frequency of Purchasing Health-Focused Products (Purchase) as covariates to control for potential individual differences in consumer responses.

Analysis 1- Mediation Analysis with Consumer Satisfaction

VI: Marketing stimuli

VD: Consumer satisfaction

Mediators: Perceived value & healthy

Covariates: Consumer involvement

Health awareness

Brand trust

The mediation analysis tested Perceived Value and Healthy Perception as mediators

between Marketing Stimuli (IV) and Consumer Satisfaction (DV), with Brand Trust, Consumer Involvement, and Health Awareness included as covariates. The results show that Marketing Stimuli negatively affects Perceived Value ($\beta = -0.5226$, $t = -2.5601$, $p = 0.0116$) and Healthy Perception ($\beta = -2.4244$, $t = -13.5077$, $p < 0.001$), both significantly. However, when examining the effects of the mediators on Consumer Satisfaction,

Perceived Value had a significant positive impact

($\beta = 0.3966$, $t = 6.5196$, $p < 0.001$), whereas Healthy Perception did not show a significant effect ($\beta = 0.0442$, $t = 0.5905$, $p = 0.5559$).

The direct effect of Marketing Stimuli on Consumer Satisfaction was not significant ($\beta = -0.0632$, $t = -0.3162$, $p = 0.7524$), suggesting that the effect of Marketing Stimuli on Consumer Satisfaction occurs only through the mediators. Regarding the indirect effects, Perceived Value significantly mediated the relationship between Marketing Stimuli and Consumer Satisfaction ($\beta = -0.2072$, Boot SE = 0.0920, LLCI = -0.4112, ULCI = -0.0489), while Healthy Perception was not a significant mediator

($\beta = -0.0990$, Boot SE = 0.2311, LLCI = -0.5752, ULCI = 0.3263).

The total indirect effect was not statistically significant ($\beta = -0.3063$, Boot SE = 0.2395, LLCI = -0.8110, ULCI = 0.1323), indicating that while Perceived Value partially mediates the relationship, it is not enough to fully explain the link between Marketing Stimuli and Consumer Satisfaction. These findings suggest that healthier marketing stimuli increase consumers' perceived value of the product, which in turn enhances their satisfaction, whereas the perception of a product's health benefits does not directly impact satisfaction.

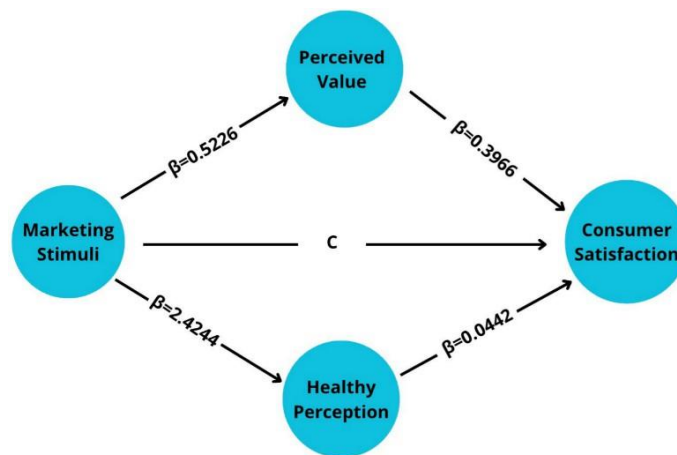


Figure 4. Model: Marketing Stimuli and Consumer Satisfaction

Analysis 2 - Mediation Analysis with subjective well being

VI: marketing stimuli

VD: subjective well being (SWB)

Mediators: perceived value & healthy perception

Covariates: Consumer involvement

Health awareness

Brand trust

The mediation analysis tested Perceived Value and Healthy Perception as mediators between Marketing Stimuli (IV) and Subjective Well-Being (SWB) (DV), with Brand Trust, Consumer Involvement, and Health Awareness included as covariates. The results indicate that Marketing Stimuli negatively affects Perceived Value ($\beta = -0.5211$, $t = -2.5589$, $p = 0.0117$) and Healthy Perception ($\beta = -2.1818$, $t = -12.9487$, $p < 0.001$), both significantly. However, when analyzing the mediators' effects on Subjective Well-Being, Perceived Value did not have a significant effect ($\beta = 0.0787$, $t = 1.1865$, $p = 0.2377$), whereas Healthy Perception had a strong and significant positive impact ($\beta = 0.6234$, $t = 7.7803$, $p < 0.001$). The direct effect of Marketing Stimuli on Subjective Well-Being was not significant ($\beta = -0.1331$, $t = -0.6291$, $p = 0.5304$), indicating that the relationship occurs only through mediation. Regarding indirect effects, Perceived Value did not significantly mediate the relationship ($\beta = -0.0410$, Boot SE = 0.0411, LLCI = -0.1166, ULCI = 0.0557), while Healthy Perception was a strong and significant mediator ($\beta = -1.3600$, Boot SE = 0.2689, LLCI = -1.9323, ULCI = -0.8837). The total indirect effect was significant ($\beta = -1.4010$, Boot SE = 0.2640, LLCI = -1.9641, ULCI = -0.9302), confirming that the relationship between Marketing Stimuli and Subjective Well-Being is fully mediated by Healthy Perception. These findings suggest that health-oriented marketing stimuli play a crucial role in shaping consumers' subjective well-being, but only when they positively influence the perception of a product's health benefits.

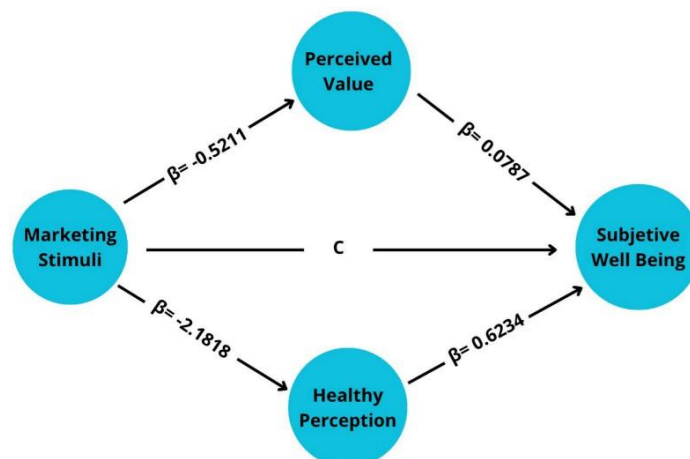


Figure 5. Model: Marketing Stimuli and Subjective Well-Being

6. Results and Discussion

This chapter presents and interprets the key findings of the study, comparing them with existing literature and discussing their theoretical and practical implications. The analysis evaluates the impact of health-oriented versus non-health-oriented marketing stimuli on two core consumer outcomes: Consumer Satisfaction and Subjective Well-Being. In addition, the mediating roles of Perceived Value and Healthy Perception are explored. The verification of the hypotheses is also presented, allowing a deeper understanding of the mechanisms through which marketing messages influence consumer behavior and perceptions related to health.

6.1 Summary of Key Findings

The findings indicate that subjective well-being and consumer satisfaction are both positively influenced by the type of marketing stimuli presented, with health-oriented marketing generating stronger positive outcomes. Among the two dependent variables, subjective well-being emerged as the most significantly impacted, suggesting that consumers respond more positively to health-promoting messages when it comes to their long-term emotional and psychological states.

In contrast, the effect on consumer satisfaction, while statistically significant, was less pronounced, indicating a weaker short-term response. The mediation analysis revealed that healthy perception plays a central role in driving subjective well-being, while perceived value primarily contributes to consumer satisfaction. Curiously, healthy perception did not significantly influence satisfaction, and perceived value did not significantly affect well-being suggesting that different mechanisms are at play depending on the consumer outcome.

These results highlight the importance of adapting marketing strategies based on desired consumer responses. While perceived value may improve product satisfaction, reinforcing the health benefits of a product is key to enhancing well-being. Future research should explore alternative mediators, such as emotional engagement, authenticity of health claims, or long-term brand attachment, to further understand how health-oriented messaging influences consumer experience at both cognitive and emotional levels.

6.2 Hypothesis Verification

Table 4 provides an overview of the hypothesis testing outcomes. The results were obtained through statistical analysis conducted with SPSS, which supported the following conclusions.

Table 4. - Hypothesis Verification

HYPOTHESIS	STATEMENT	VERIFICATION
H1	Healthier marketing stimuli positively affect consumer satisfaction.	Confirmed
H2	Healthier marketing stimuli positively affect subjective well-being.	Confirmed
H3a	Perceived value mediates the relationship between marketing stimuli and consumer satisfaction.	Confirmed
H3b	Perceived value mediates the relationship between marketing stimuli and subjective well-being.	Rejected
H4a	Healthy perception mediates the relationship between marketing stimuli and consumer satisfaction.	Rejected
H4b	Healthy perception mediates the relationship between marketing stimuli and subjective well-being.	Confirmed

As presented in Table 4, the results provide partial support for the hypotheses. The direct effects of marketing stimuli on both consumer satisfaction and subjective well-being were confirmed. However, the mediation analysis showed mixed results. Perceived value only helped explain the effect on consumer satisfaction (H3a), but not on subjective well-being (H3b). On the other hand, healthy perception helped explain the effect on subjective well-being (H4b), but not on satisfaction (H4a). These findings suggest that different factors influence how consumers feel in the short term versus how they feel in the long term, highlighting the importance of adjusting marketing messages depending on the goal.

6.3 Discussion of Results

The results of this study show that health-oriented marketing stimuli have a positive effect on how consumers feel about the product, both in terms of satisfaction and overall well-being. However, the strength of this effect varies depending on the outcome. The strongest impact was found on subjective well-being, suggesting that when marketing messages focus on health, they can make people feel better about their choices in a more emotional and long-term way.

Consumer satisfaction was also influenced by the marketing stimuli, but to a lesser extent. This is likely because satisfaction is more related to short-term and practical aspects, like how useful the product seems or whether it feels like a good deal. This is supported by the finding that perceived value was an important factor in satisfaction, while healthy perception was not.

On the other hand, for subjective well-being, the opposite was true: healthy perception played a key role, while perceived value did not. This shows that feeling good about a product in the long run depends more on whether people see it as healthy and aligned with their personal goals, rather than just its price or quality.

These results suggest that different strategies are needed depending on the objective. If the goal is to increase satisfaction, brands should focus on showing the value of the product. But if the goal is to improve how consumers feel overall, it's more important to communicate the health benefits clearly and credibly.

Finally, the results also show that brand trust is important. People who trust the brand are more likely to believe in the health claims and see the product as valuable. This highlights the importance of building trust when using health-related marketing.

7. Conclusions and Future Research

This study explored how health-oriented marketing stimuli influence consumer satisfaction and subjective well-being. The results showed that marketing with a focus on health has a stronger impact on subjective well-being than on consumer satisfaction, highlighting the importance of emotional and long-term connections in marketing communication.

The mediation analysis revealed that healthy perception plays a key role in explaining the effect of marketing on well-being, while perceived value is more relevant for satisfaction. These findings suggest that different psychological processes are involved in short-term and long-term responses to marketing. Consumers feel more satisfied when they believe the product offers good value, but they feel better overall when they believe the product supports their health and personal goals.

These insights can help brands design more effective strategies depending on their goals. If the goal is to increase satisfaction, focusing on product value is more effective. If the goal is to create emotional connections and promote long-term well-being, then communicating authentic health benefits is essential. Trust in the brand also plays an important role, as it strengthens both value and healthy perception.

7.1 Theoretical Implications

The results contribute to the growing body of literature on health-oriented marketing and consumer psychology by clarifying the distinct roles of perceived value and healthy perception as mediators.

Previous studies (e.g., Sweeney & Soutar, 2001; Joshi & Rahman, 2019) highlighted the importance of perceived value in explaining satisfaction, and the current study reinforces this by showing that value perceptions strongly mediate the relationship between marketing stimuli and satisfaction. Marketing that incorporates green and health values is more likely to resonate with consumers, shaping attitudes and building loyalty (Chernev, A., & Blair, S. 2020). However, it also challenges the assumption that value alone is enough to drive well-being. In this case, perceived value did not significantly influence subjective well-being, suggesting that short-term evaluations (like price-benefit trade-offs) are not sufficient to explain long-term emotional outcomes.

On the other hand, the strong mediating role of healthy perception on subjective well-being supports theories of value alignment and emotional congruence (Diener et al., 1984; Amin, S., & Tarun, M. T. 2022). When marketing messages align with consumers' personal health goals, they trigger deeper emotional responses and positively affect overall well-being.

This distinction between cognitive drivers (value) and emotional drivers (health perception) helps clarify how marketing influences different consumer responses. The findings suggest that the same marketing action can have different outcomes, depending on which psychological process it activates.

Therefore, this study adds new theoretical insight by highlighting the need to separate satisfaction from well-being as distinct outcomes, driven by different mediators, which has been underexplored in previous research.

7.2 Practical Implications

The findings offer valuable guidance for marketing professionals, especially those working in food and health-related industries.

If the goal is to increase consumer satisfaction, marketers should focus on communicating the product's value, for example, by showing affordability, quality, or versatility. Ads that highlight price-benefit comparisons or convenience can improve satisfaction, even if health is not the main focus

However, if the goal is to enhance subjective well-being and foster long-term emotional connections, marketing strategies should credibly highlight environmental and health-related product benefits. Communicating elements such as "natural ingredients," "no added sugar," or "supports a healthy lifestyle" can shape consumer perceptions and encourage alignment with personal values. According to Arruda Filho (2021), perceived green benefits significantly influence consumer engagement, especially when sustainability appeals are integrated into product communication, thereby reinforcing trust and loyalty.

For a marketing manager in a food company, this means choosing the message depending on the campaign goal:

- For immediate results, such as increasing sales or product trial, emphasize value and practicality.
- For long-term branding, focus on building trust and promoting health narratives that consumers can identify with emotionally.

Finally, trust plays a key role. Brands that are perceived as authentic and consistent in their health claims are more likely to succeed. Investing in transparent communication, certifications, and customer education can strengthen both satisfaction and well-being, building a healthier and more loyal customer base.

7.3 Future Research

Although this study offers valuable contributions, it also has some limitations. The sample size and demographic profile may limit the generalizability of the results. Future research could explore whether the effects vary across different consumer segments, such as individuals with higher health awareness, stronger brand loyalty, or different cultural backgrounds.

In addition, future studies could test other potential mediators like emotional engagement, perceived credibility, or brand attachment to better understand how marketing influences both satisfaction and well-being. Future studies could also help assess whether these effects persist over time.

Overall, this research reinforces the idea that marketing goes beyond promoting products so it can shape how people feel, both immediately and in the long run. By designing strategies that align with consumers' health goals and values, brands can build stronger and more meaningful relationships with their audience.

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9. APPENDIX A - ETHICS COMMITTEE APPROVAL

Dear Manuel Barros,
Dear Professor Simoni Rohden,

Thank you for filling in the Research Ethics Checklist. After reviewing your request, you can proceed with the study as we do not foresee any major ethical concerns with the project.

Project No.: **DDMKT2025-1-158024**

Project Title: **Impact of healthier choices on consumer well-being and satisfaction with purchase**

Principal Researcher: **Manuel Barros**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 21/01/2025.

10. APPENDIX B – SURVEY FOR THE INVESTIGATION

Welcome to this Study on Consumer Perceptions of Marketing and Healthier Choices.

Thank you for taking the time to participate in this academic research. This study aims to explore how different types of marketing strategies influence consumer decisions, satisfaction, and well-being.

Your participation is entirely voluntary, and you may withdraw at any time. The survey will take approximately 5-8 minutes to complete. Your responses are completely anonymous and will only be used for academic purposes. There are no foreseeable risks associated with your participation, and your feedback will contribute to a deeper understanding of consumer behavior and marketing strategies.

☐ Yes, I agree (Proceed to the survey)

☐ No, I disagree. (End survey)

Imagine you are considering purchasing a product, and you come across this advertisement.

The advertisement highlights specific characteristics of the product, which can influence your perception and decision-making.

Please carefully review the image and its information before answering the next set of questions.

Scenario 1



Scenario 2



Check the option that best describes to what extent you agree with the following statements considering the situation you just saw.

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
The advertisement emphasized health benefits	☐	☐	☐	☐	☐	☐	☐
The advertisement focused on indulgence and sensory appeal.	☐	☐	☐	☐	☐	☐	☐
The product seems to be a healthy choice.	☐	☐	☐	☐	☐	☐	☐
This product appears to be designed for pleasure and enjoyment	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
I believe this product offers good value for money.	☐	☐	☐	☐	☐	☐	☐
The benefits of this product justify its cost.	☐	☐	☐	☐	☐	☐	☐
This product seems worth its price.	☐	☐	☐	☐	☐	☐	☐
This product delivers a fair balance between cost and benefits.	☐	☐	☐	☐	☐	☐	☐
I would pay a premium for this product due to its perceived quality.	☐	☐	☐	☐	☐	☐	☐
Compared to alternatives, this product feels like a better deal.	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
This product appears to be a healthy choice	☐	☐	☐	☐	☐	☐	☐
I believe this product supports my well-being	☐	☐	☐	☐	☐	☐	☐
This product aligns with my health goals	☐	☐	☐	☐	☐	☐	☐
This product provides clear health-related advantages over others	☐	☐	☐	☐	☐	☐	☐
I feel this product reflects a healthy lifestyle	☐	☐	☐	☐	☐	☐	☐
The product's features make it a trustworthy option for health-conscious consumers	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
I am satisfied with the expected performance of this product.	☐	☐	☐	☐	☐	☐	☐
This product seems to meet my needs.	☐	☐	☐	☐	☐	☐	☐
I feel positive about this product's quality.	☐	☐	☐	☐	☐	☐	☐
I believe this product will exceed my expectations.	☐	☐	☐	☐	☐	☐	☐
This product offers a satisfying experience from start to finish.	☐	☐	☐	☐	☐	☐	☐
I would recommend this product based on its perceived performance.	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
Using this product would enhance my overall well-being.	☐	☐	☐	☐	☐	☐	☐
I feel this product contributes to my happiness.	☐	☐	☐	☐	☐	☐	☐
This product makes me feel good about my health decisions.	☐	☐	☐	☐	☐	☐	☐
This product encourages me to make more health-conscious choices.	☐	☐	☐	☐	☐	☐	☐
I feel that this product positively impacts my emotional well-being.	☐	☐	☐	☐	☐	☐	☐
Consuming this product would improve my quality of life.	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
I actively look for health benefits in the products I buy.	☐	☐	☐	☐	☐	☐	☐
I spend time comparing different product options before purchasing.	☐	☐	☐	☐	☐	☐	☐
The health-related features of a product are important in my decision-making.	☐	☐	☐	☐	☐	☐	☐
I enjoy researching products before making a purchase.	☐	☐	☐	☐	☐	☐	☐
I feel personally involved in choosing products that align with my values.	☐	☐	☐	☐	☐	☐	☐
I often read labels to verify a product's health claims.	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
I am aware of how my product choices impact my health.	☐	☐	☐	☐	☐	☐	☐
I consider health benefits when selecting products.	☐	☐	☐	☐	☐	☐	☐
I prioritize health when making purchase decisions.	☐	☐	☐	☐	☐	☐	☐
I keep up with the latest health trends when shopping for products.	☐	☐	☐	☐	☐	☐	☐
I feel confident in identifying products that are beneficial to my health.	☐	☐	☐	☐	☐	☐	☐
I often seek out products that have been endorsed for their health benefits.	☐	☐	☐	☐	☐	☐	☐

	1 Strongly disagree	2	3	Neutral	5	6	7 Strongly agree
I trust this brand to provide high-quality products.	☐	☐	☐	☐	☐	☐	☐
This brand appears consistent with the values it promotes.	☐	☐	☐	☐	☐	☐	☐
I believe this brand is reliable.	☐	☐	☐	☐	☐	☐	☐
I feel confident that this brand prioritizes consumer health.	☐	☐	☐	☐	☐	☐	☐
This brand consistently delivers products that meet my expectations.	☐	☐	☐	☐	☐	☐	☐
I would choose this brand over others based on its reputation.	☐	☐	☐	☐	☐	☐	☐

9. Gender

☐ Male

☐ Female

☐ I rather not to say

10. Age

Please write your age in numerical characters (ex:24)

11. Education Level

Please select your last completed education.

☐ Below High School

☐ High School

☐ Bachelor's Degree

☐ Master's Degree

☐ Doctoral Degree

☐ N/A

12. Employment Status

Please select the option that best describes your employment status

☐ Unemployed

☐ Student

☐ Working Student

☐ Employeed - Part Time

☐ Employeed - Full Time

☐ Retired

☐ Other

13. Do you regularly purchase health-focused products?

☐ Yes

☐ No

We thank you for your time answering this survey.
Your response has been recorded.



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