



The Impact of Nutritional Claims on Purchase Intention: How evolving dietary trends reshape generational value perception

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ABSTRACT

The Impact of Nutritional Claims on Purchase Intention: How evolving dietary trends reshape generational value perception

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This study explores the role of nutritional claims on purchase intention, examining how generational and gender differences influence consumer value perception. This research evaluates how Generation X and Generation Z perceive three types of claims—nutrient content, comparative, and functional. The findings reveal that while Generation X continues to adhere to conventional health practices for long-term health, Generation Z shows a preference for modern trends, such as high-protein diets, which align with their aesthetic goals. Gender also moderates these effects, with women generally responding more positively to claims. Despite these insights, the direct effects of nutritional claims on purchase intention are limited, highlighting value perception as a key mediator. These results highlight the need for more specific marketing strategies that accommodate the different target demographics, offering practical implications for the Consumer-Packaged Goods industry given the constant changes that the health, beauty and fitness industry faces.

KEYWORDS: Nutritional Claims; Generation X; Generation Z; Gender; Health Perception

SUMÁRIO

O Impacto das Alegações Nutricionais na Intenção de Compra:
Como é que as tendências alimentares em constante evolução alteram a percepção de valor geracional

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Este estudo explora o papel das alegações nutricionais na intenção de compra, examinando como as diferenças entre gerações tal como do género influenciam a percepção de valor. Esta pesquisa avalia como a Geração X e a Geração Z reagem a três tipos de alegações: conteúdo de nutrientes, comparativo e funcional. Os resultados revelam que, enquanto a Geração X continua a aderir às práticas mais tradicionais de saúde para bem-estar a longo prazo, a Geração Z mostra preferência pelas tendências mais recentes, tal como dietas ricas em proteínas, que vão ao encontro com seus objetivos estéticos. O género também modera estes efeitos, com as mulheres a responderem geralmente de forma mais positiva às alegações. Apesar destes insights, o impacto das alegações nutricionais na intenção de compra é de algum modo limitativo, no entanto é importante destacar que a percepção de valor como um mediador revelou-se bastante importante. Estes resultados revelam a necessidade de estratégias de marketing que se adaptem aos diferentes grupos demográficos, oferecendo implicações práticas para a indústria de Bens de Consumo Embalados, dadas as constantes mudanças que a indústria de saúde, beleza e fitness enfrentam.

PALAVRAS-CHAVE: Alegações nutricionais; Geração X; Geração Z; Género; Percepção da Saúde

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Chapter 1: Introduction

1.1 Background and Problem Statement

The CPG industry increasingly relies on nutritional claims as a marketing tool to influence consumer perceptions and drive sales. Research shows that these claims alter a product's perceived value by highlighting certain attributes that are in line with consumer's nutritional priorities.(Kozup et al., 2003). Said priorities have shifted over the years with scientific advancements, changing beauty standards, society's norms and cultural trends. These shifts shape how consumers define healthy eating and ultimately influence their purchasing decisions.

According to Forbes (2022) the convergence of health, beauty, and lifestyle, creating a holistic approach to wellness that drives consumer priorities. Unfortunately, in today's society, nutrition is not only about physical health but also physical appearance, often represented as a means to achieving a certain aesthetic goal (Parkkinen, et al. 2022). This intertwining between health and looks represents a challenge, ethically speaking, since such claims can be misleading, particularly claims that lack FDA pre-approval, (U.S. Food and Drug Administration) and an opportunity for the industry to meet the changing needs of different demographics.

As a Forbes article notes, modern marketing has evolved from focusing on features to emphasizing how products help consumers achieve personal goals, like improved health or appearance (Forbes Agency Council). Nutritional claims resonate because they appeal to the consumer's desire for self-improvement. Yet, this raises the question of whether all consumers interpret these claims similarly or if demographic and gender differences influence their impact on purchase intention. Do these claims genuinely drive purchases for all demographics, or ingrained attitudes and skepticism dilute their effect?

For instance, McKinsey & Company (2024) highlights that Gen Z is heavily invested in wellness, including mental health and physical fitness services. Furthermore, prioritizes aesthetic goals tied to performance, embracing everything that is new including diet and health trends. (Government of Canada, 2023). On the other hand, Generation X, influenced by 1990s trends, favors claims emphasizing weight management, reflecting a more traditional view of health that is tied to maintaining a specific body type. These shifts in generational behaviors raise questions about whether evolving health trends unite or divide groups (Williams & Page, 2019.)

Additionally, and on another note, gender-norms and society's expectations play a big role in this division as well. Women are constantly targeted with messages emphasizing weight loss, while men are more likely to receive messages focused on strength, muscle building, or performance. (Taylor et al., 2020).

Building on the existing knowledge, this dissertation proposes to study whether demographic differences, specifically generational and gender-based factors, influence how consumers perceive and respond to nutritional claims. With trust in these claims varying across different groups and their impact on purchase intentions still unclear, this research addresses critical gaps in understanding consumer behavior.

1.2 Problem Statement

The scope of this research is to understand how and what the main drivers of purchase intent are, that is what moderates consumers' decision to buy products with certain claims or the lack of them. Understanding how value perception might change according to a specific moderating effect. Essentially, the problem statement for this research could be summarized as follows:

Understanding if nutritional claims on product packaging impact purchase intention, with a focus on the moderating effects of generational and gender differences and the mediating effect of value perception.

This problem statement substantiates itself in the following research questions:

RQ1: How do different types of nutritional claims (nutrient content, functional, and comparative) influence consumer purchase intentions?

RQ2: How do generational differences (Generation Z vs. Generation X) moderate the relationship between nutritional claims and value perception?

RQ3: How does gender moderate the relationship between nutritional claims and value perception?

1.3 Relevance

Nutritional claims play a critical role in shaping consumer behavior, particularly as perceptions of health and beauty continue to evolve. While younger consumers may embrace evolving trends, older generations might stay attached to long-established notions of health and nutrition, influenced by the cultural and societal norms of their formative years. Understanding whether older generations are adapting to these trends or if they maintain their ingrained beliefs offers

valuable insights as the industry can leverage this knowledge to redefine their marketing strategies, ensuring they effectively target their demographics and meet consumer needs.

This topic is particularly interesting to me because of my personal passion for health and nutrition, as well as my interest in retail, especially in consumer-packaged goods. Observing how marketing strategies for nutritional claims evolve in response to changing health and beauty perceptions has always intrigued me. On a personal level, I've noticed how generational and gender-based differences can affect how people within my own household perceive what is healthy or attractive. As a result, through this research, I aim to explore how nutritional claims are interpreted across different demographic groups and what drives their purchase decisions by identifying patterns.

1.4 Research Methods

Primary data was used to answer the research questions. An experimental survey and a pilot study were conducted to understand the impact of nutritional claims on purchase intention and perceived value across different demographic groups. The experimental survey tested three types of nutritional claims—nutrient content, functional, and comparative—and two types of ingredients- protein and sugar- on a sample of Generation Z and Generation X respondents. A pilot study was conducted beforehand to test the survey design and validate the stimuli.

The quasi-experimental design assessed the influence that demographic moderators like gender and generation can have on consumer behavior. This approach estimates the causal impact of claim types while accounting for demographic variations in consumer perceptions.

1.5 Dissertation Outline

The next chapter presents a literature review and the hypothesis development that will guide the study. The literature review will explain and describe how relevant and impactful each variable is for the purchase intention of Consumer-Packaged Goods.

The third chapter presents the study's methodology to answer the hypothesis. The constructs that constitute the questionnaire and the procedure for how each statistical test will be applied to the data obtained will be detailed in this chapter. The fourth chapter will analyze (both general and in-depth) the results obtained through the questionnaire, and based on these results, some considerations will be made as to the effective meaning of such results. The final chapter addresses the conclusions of this dissertation, as well as its limitations and the indications for further research in this area of study.

Chapter 2: Literature Review

This chapter presents a theoretical framework addressing the key topics related to the main research questions and study purpose. The subjects were explored with the support of previous studies and a synthesis of empirical evidence from various academic journals. The first part of this literature review focuses on nutritional claims, providing theoretical insights into their types, impact, and significance in consumer behavior. This is followed by a discussion on Generation Z and Generation X, highlighting their distinct dietary trends, health perceptions, and food preferences. Next, the role of gender as a moderating factor in consumer decision-making is explored. Finally, the chapter concludes with an examination of purchase intention, emphasizing its relevance as a key outcome variable in the context of nutritional claims and demographic differences.

2.1 Verbal Packaging Communication

Packaging is more than a protective layer; it serves as a communication tool that conveys key product information (Kumar Agariya et al., 2012). In the CPG industry, the packaging, and how it resonates with potential customers is one of, if not the most important, touch points in retail. There won't be a salesperson standing beside the product on the shelf, so the impression the package and its image imparts to a viewer in the product aisle is everything at the store level. Verbal packaging communication plays a pivotal role in influencing consumer purchase intentions. Unlike visual cues that elicit quick emotional responses, verbal claims require deeper cognitive processing, allowing consumers to assess a product's nutritional benefits in detail, especially during low-involvement purchases (Butkeviiien & Stravinskientelion, 2008).

2.1.1 Nutrition Claims

Nutritional claims refer to statements on food packaging that highlight the presence or absence of specific nutrients or ingredients. According to the Codex Alimentarius "Guidelines for Use of Nutrition and Health Claims", nutritional claims can be divided into three categories: nutrient content claims, which describe the level of a nutrient in a food; comparative claims, which compare the nutrient levels or energy values of two or more foods; and nutrient function claims, which describe the physiological role of a nutrient in growth, development, or normal body functions.(GUIDELINES FOR USE OF NUTRITION AND HEALTH CLAIMS, n.d.)

Nutritional claims aim to influence consumer perception of a product's healthfulness. Thus, plays a crucial role in shaping consumer purchase intentions by positioning products as

healthier options, which can be particularly persuasive at the point of sale. These claims can significantly boost the likelihood that a consumer will choose a product over others that do not carry such claims. This influence is often tied to the halo effect, where consumers perceive products with nutritional claims as inherently healthier or of superior quality. (Kaur et al., 2017). This effect can lead consumers to assume that a product with a certain claim is better for their overall health, even if the product is not fundamentally more nutritious or healthier than other alternatives. Overall, by emphasizing specific nutrients or benefits, nutrition claims can make a product stand out, capture attention, and ultimately increase purchasing intention.

On the other hand, while nutrition claims on packaging play a significant role in enhancing a product's perceived value and subsequently increasing purchase intentions, it is important to acknowledge that other factors, such as certain visual cues like packaging color, design, and imagery, can increase the perceived value of a product, which can attract consumers regardless of specific nutrition claims (Plasek et al., 2021). This suggests that in some situations, consumers may rely on visual shortcuts to judge a product's value when they lack the time or interest to read detailed verbal claims.

Nonetheless, there are conflicting findings regarding the influence of visual elements compared to written nutrition claims. Some studies indicate that visual imagery may be less impactful than expected, with written claims carrying more weight in shaping consumer decisions (Klopčič et al., 2020). This perspective contrasts with the idea that visuals always play a key role in capturing consumer attention, suggesting that in certain contexts, detailed nutrition claims may be more effective in influencing purchase decisions than visual elements alone.

The impact of nutrition claims on purchase intentions is not uniform across all consumers or product types. Some consumers are more skeptical of packaging claims and often prefer to verify these claims through ingredient lists or by seeking out additional information. For these consumers, transparency and credibility in claims are crucial, as they tend to be more critical of vague or overly general claims (Taylor Vanasse ADVISOR et al., 2016)). This means that while nutrition claims may attract attention, their ability to influence purchase decisions may be limited if the consumer questions the authenticity of the claims or prioritizes detailed nutritional content over-simplified marketing messages.

Additionally, the product category can influence how effective nutrition claims are in shaping purchase intentions. Some categories see a more significant impact from nutrition claims, as these categories are often associated with indulgence, and certain claims can make such products more appealing by countering their typical high-calorie perception. In contrast, products perceived as healthier options may not experience the same boost in purchase intention from additional claims. In these cases, consumers might already expect a certain level of healthfulness, making the claims less impactful, which highlights the importance of context, as consumer responses to claims depend on the type of product and their specific health perceptions. (Prates et al., 2022)

H₁: Nutritional Claims have a positive impact on Purchase Intention.

2.2 Generations

According to the Generational Cohort Theory each generation is shaped by unique experiences, values, and historical contexts during their formative years, leading to distinct expectations and preferences.

These generational characteristics play a significant role in how different age groups respond to marketing efforts, especially in industries like consumer-packaged goods, where health and nutrition claims can significantly influence purchase behavior. As a result, multigenerational marketing recognizes that a one-size-fits-all approach is ineffective; instead, brands must tailor their strategies to address the specific needs and behaviors of each generation (Williams & Page, n.d.-a). By understanding how each generation perceives nutritional claims and what attributes they prioritize in food products, marketers can build stronger relationships, foster consumer trust, and align their messaging with the evolving preferences of diverse age groups.

Effectively, the constantly evolving diet trends have shaped the way different generations view body image, nutrition, and what they consider to be "healthy" foods. For example, older Millennials and younger members of Generation X—influenced by the 90s diet culture—tend to be more focused on calorie intake and nutritional value. This generation often associates health with low-fat foods, reflecting the widespread emphasis on fat reduction during their formative years. In contrast, Generation Z places less emphasis on calories and is more likely to prioritize convenience and high-protein options in their dietary choices. They also adopt a variety of modern diets, such as vegan, flexitarian, and keto, reflecting a broader acceptance of dietary diversity.

For Generation X and Baby Boomers, factors like taste and cost remain central in their food choices. These older generations are less likely to focus on how their diet affects current well-being or personal circumstances. Historically, they have been more likely to moralize certain food groups, often viewing carbs and fats as inherently negative. However, younger generations like Gen Z show a shift away from such perspectives; indicating a more balanced view of nutrition that focuses on overall well-being rather than fear of weight gain.

This shift in dietary priorities is also evident in the growing emphasis on protein among younger consumers. Older Gen Z and younger Millennials incorporate protein shakes into their diet, reflecting a focus on fitness and muscle building. Meanwhile, Generation X and Baby Boomers show less interest in protein supplements, despite their potential benefits in maintaining muscle mass as they age. The differences in dietary trends and nutrition priorities between generations demonstrate how each group's perceptions of health have been shaped by both past experiences and current trends, making it essential for brands to adapt their nutrition claims accordingly. (Fraser Richardson et al., 2024)

H2: Generational differences moderate the relationship between nutritional claims and value perception.

2.2.1 Generation X

Generation X (born 1965-1980) has witnessed a shift in dietary preferences over time, influenced by societal trends and changing health narratives. Initially, they favored traditional diets rich in animal proteins and convenience foods. (Savelli et al., 2023). However, over time, their dietary habits have evolved, with many incorporating more fruits, vegetables, and fish into their diets as part of a healthier lifestyle (Casini et al., 2015b), reflecting a shift from a focus on traditional eating patterns toward a more diversified diet, balancing convenience with healthier food choices. This transition aligns with a broader societal trend toward healthier eating habits, particularly as Generation X ages and becomes more aware of how their diet choices affect long-term health (Casini et al., 2015a), prioritizing cardiovascular health and weight control. (Plasek et al., 2020).

Generation X is described as risk-averse and tends to rely on traditional decision-making methods when making purchases, including consumer-packaged goods. This group is cautious and conservative when dealing with money. Because of their greater need and a bigger financial limitation, they are price sensitive ((Williams & Page, n.d.-b) . They want products and messages designed uniquely for their tasks and lifestyles They are generally less trusting of commercials,

preferring to rely on their own judgments or the opinions of known sources rather than newer forms of digital or influencer marketing (Savelli et al., 2023). They are also particularly attentive to ingredient lists and nutritional labels (Makowska et al., 2024).

As a result, when assessing the nutritional value of a product, Generation X often relies on traditional sources of information, such as doctors and nutritionists and food labels, rather than social media. This could mean that nutritional claims can have no impact on their purchase intentions as they tend to be more skeptical consumers in general. Nonetheless, this generation tends to value products that emphasize reduced sugar, fat, and calories. This generation's preference for the «less is more» stems from a diet culture that was highly focused on calorie counting and low-fat alternatives during the 1990s. It also reflects a desire to mitigate age-related health risks, making them particularly receptive to claims that promise to lower negative attributes in food products (Savelli et al., 2023).

H_{2c}: Nutrient content claims have a stronger impact on Value Perception for Generation X compared to Generation Z.

H_{2e}: Sugar claims have a stronger impact on Value Perception for Generation X compared to Generation Z.

2.2.2 Generation Z

Generation Z (1997-2011) has been heavily influenced by social media and digital platforms, which shape their understanding of what constitutes a healthy diet. Generation Z places a strong emphasis on physical appearance, and this focus shapes their dietary choices. Their interest in nutrition is often tied to aesthetic goals, such as fitness and body image, rather than purely health-focused concerns. Social media plays a significant role in shaping these dietary habits, making marketing strategies that highlight the aesthetic benefits of nutrients, like protein for muscle gain, particularly effective (Zeren et al., 2023).

This generation is more likely to follow modern dietary trends, such as high-protein, vegan, and plant-based diets, reflecting a focus on natural ingredients and functional foods that align with their values (Meyerding & Ahrens, 2024).

Unlike Generation X, Generation Z's diet is less focused on calorie reduction and more on enhancing overall well-being through nutrient-dense options like superfoods (Savelli et al., 2023).

Additionally, Generation Z is more driven by taste when choosing foods, suggesting that nutrition claims like "low fat" or "high fiber" may be less compelling if they believe that the product could compromise on taste (Zeren et al., 2023)

Despite their focus on natural and clean labels, Generation Z remains skeptical of health claims that seem overly commercialized or unsupported by authentic evidence. This skepticism is partly a reaction to the abundance of information and mixed messages they encounter online (Meyerding & Ahrens, 2024). They tend to trust smaller brands that emphasize transparency over larger brands, which they perceive as less trustworthy. Their trust is also shaped by their reliance on social media and digital sources for nutrition knowledge, contrasting with older generations who trust doctors or dietitians more (Zeren et al., 2023)

H_{2b}: Functional claims have a stronger impact on Value Perception for Generation Z compared to Generation X

H_{2a}: Protein claims have a stronger impact on Value Perception for Generation Z compared to Generation X.

2.2 Gender

The Selectivity Hypothesis posits that men and women differ in processing information . Women are more likely to detect and evaluate relevant details but may not exhibit significant changes in brand attitude or purchase intention (Meyers-Levy & Loken, 2015). While men, simplify decisions by using heuristics, supported by signals from the packaging to make informed food purchasing decisions (Bouvier & Chen, 2021; Mead & Richerson, 2018; Meyers-Levy & Loken, 2015) .

Effectively, research indicates that gender can influence how consumers respond to nutritional claims on product packaging, showing that females tend to place more value on nutritional claims than males (Taylor Vanasse ADVISOR et al., 2016). Females are generally more concerned with weight control and health, thus prioritizing written cues like labels over visual elements, Males, while exhibiting similar behaviors regarding health-oriented products, are less engaged overall relying more on visual cues (Medina-Molina et al., 2021).

Trust in these claims does not always vary significantly by gender. Studies indicate that while females are generally more attentive to nutritional content, both males and females exhibit similar levels of skepticism. For example, research found both genders showed moderate skepticism towards nutritional claims when the brand's credibility is in question (Klopčič et al.,

2020), which could mean that the heightened attention females give to nutritional labels presents an opportunity for brands to appeal to their health-conscious mindset. However, this will only influence purchase behavior if the nutritional claim in question is clear and credible.

Societal norms also play a big role in how each gender perceives these claims, by maintaining traditional expectations for women to prioritize slimness and emotional expression while associating functionality and performance with men. (Bouvier & Chen, 2021; Machin et al., 2016)

H₃: Gender differences moderate the relationship between nutritional claims and value perception.

2.3 Purchase Intention

Purchase intention refers to the likelihood that a consumer will buy a product based on their perception and evaluation of it. It is often used in consumer behavior studies as a predictor of actual buying behavior. Purchase intention refers to a consumer's planned likelihood of purchasing a product, which is influenced by various factors such as **product packaging and customer knowledge**. These factors contribute to perceived value, which in turn mediates the relationship between these variables and purchase intention. (Rashid Shafiq, 2011)

2.4 Conceptual Framework

This study employs Hayes' PROCESS Model 9 to examine the moderated mediation effect of nutritional claims on purchase intention, with value perception as the mediator. Both gender (male/female) and generation (Gen Z/Gen X) are moderators, influencing the relationship between nutritional claims and value perception.

In this model, gender and generation moderate how nutritional claims affect consumers' perceptions of product value. Once value perception is established, it directly affects purchase intention without further moderation. This approach allows the study to assess whether these demographic factors alter the impact of nutritional claims on value perception and, ultimately, purchase intention.

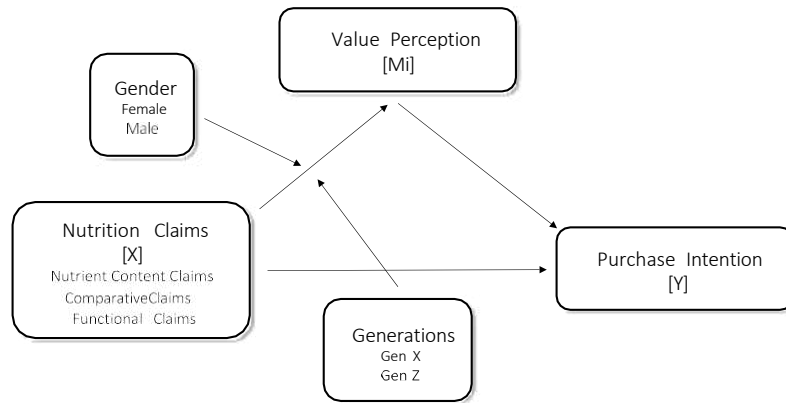


Figure 1 Conceptual Framework

Chapter 3: Methodology

3.1 Research Approach

To achieve the objectives and address the research questions outlined in the first chapter, a quantitative research approach was adopted. This approach integrates descriptive and explanatory methods to systematically analyze the relationship between nutritional claims, demographic factors (generation and gender), and consumer purchase intentions. The research design was structured to test the conceptual hypotheses by operationalizing them into measurable constructs and structured statistical models. Statistical techniques, including ANOVA and regression modeling, were employed to assess the main effects, interaction effects, and the moderation of generational and gender differences on purchase intention and value perception.

3.2 Primary Data

Primary data was gathered explicitly for this research through an online survey administered via Qualtrics, which served as the primary method for collecting responses. The target sample consisted of individuals from two distinct generational groups, Generation Z (aged 18–25) and Generation X (aged 40–55).

3.2.1 Data Collection

A convenience sampling method was employed to recruit participants based on availability and accessibility, which was suitable given the exploratory nature of the study and the need to gather responses efficiently. The target sample consisted of individuals from two distinct generational groups: Generation Z and Generation X. The target sample size was at least 350 responses, to

account for 50 responses for each stimulus, which ensured enough data for a meaningful analysis across the three claim types (nutrient content, comparative, and functional) and goes in line with the Central Limit Theorem for normal distribution. Respondents were recruited through social media, online platforms, such as SurveyCircle and SurveySwap, and in-person, where participants were selected randomly and asked to answer the survey via a QR code. Screening questions ensured respondents met the demographic criteria.

3.2.2 Stimuli Development

To design effective stimuli for the main study, a preliminary survey was conducted to gather insights from Generation Z (born 1997–2012) and Generation X (born 1965–1980) consumers. The primary objective was to identify a suitable product category and specific nutritional claims that would resonate with participants, enhancing the study's validity by aligning stimuli with their preferences and expectations. The survey was administered online via Qualtrics. Participants were outlined with the survey's objectives, the voluntary nature of participation, and assured anonymity to encourage honest responses

The survey began with a screening question to confirm participants' eligibility within the target age groups. A total of 38 responses were collected, comprising 52% from Generation Z and 48% from Generation X, providing a balanced generational distribution for comparative analysis.

Participants rated their familiarity with four product categories: dairy products (e.g., yogurt, milk, and alternatives), cereals and breakfast foods, snacks (e.g., granola bars, cookies, and chips), and packaged meals (e.g., ready-to-eat or frozen meals). Familiarity was rated on a scale from “Not familiar at all” to “Extremely familiar.” The results indicated a strong familiarity with the dairy category, with an average of 86.29% of respondents reporting they were “very familiar” or “extremely familiar.” Cereals and breakfast foods followed with a familiarity score of 70.77%, snacks with 70.65%, and packaged meals with 54.32%. Based on these findings, dairy, cereals, and snacks were considered the most engaging categories for stimuli selection due to their high familiarity across both generations.

Participants were then asked to identify the healthiest product category from the options provided. Dairy products emerged as the top choice. Cereals and breakfast foods were the second most frequently chosen category. Participants then indicated which product categories they most wanted to see with nutritional claims on the packaging. The dairy category generated

the most interest, with a significant number of respondents expressing a preference for nutritional claims on dairy packaging. This was followed by snacks and cereals.

Overall, given dairy's high familiarity, frequent purchasing patterns, and strong health perceptions among participants, it was chosen to evaluate the impact of nutritional claims. Within the dairy category, yogurts emerged as the top choice, followed by milk and alternatives, while cheese and cream-based products were ranked lower. This ranking suggested that yogurt, was the most suitable item for testing the impact of nutritional claims in the main study.

Additionally, the survey also investigated participants' preference for specific nutritional claims, allowing them to select up to three claims they found most appealing in packaged foods. The most frequently chosen claims were "High in Protein" (22 selections), "Low Sugar" (18 selections), and "High Fiber" (15 selections). Participants were also asked which claims would lead them to compromise on taste or price. Claims such as "High in Protein" and "Low Sugar" were deemed influential enough to motivate taste compromises, while high-protein and fiber claims were the leading reasons participants were willing to pay a higher price.

The stimuli were developed using Canva Pro to design a realistic product label for a yogurt. The base label included essential elements such as the brand logo, product name, flavor, and consistent design elements. These components ensured uniformity across all versions of the label. Based on insights from the preliminary survey, three key nutritional components were identified as areas of interest: Protein, Fiber, and Sugar.

Only two ingredients were included in the stimuli because incorporating three ingredients would have significantly increased the complexity of the analysis and required a larger sample size to ensure robust statistical comparisons across multiple conditions. It would have also lengthened the survey and risked participant fatigue, potentially compromising the quality of the data. As a result, protein and sugar were selected as the two main ingredients because of the existing literature stating the generations contrasting views on these ingredients, particularly protein.

For each of these components, three distinct types of nutritional claims were created to explore how each can influence consumer perceptions:

- Nutrient Content Claim: Protein: "Rich in Protein", Sugar: "Less in Sugar"



Figure 2: Nutrient Content Claim (Sugar)



Figure 3: Nutrient Content Claim (Protein)

- Functional Claim: Protein: "Boosts Muscle Repair", Sugar: "Steady Energy without the Sugar Crash"



Figure 4: Functional Claim (Sugar)



Figure 5: Functional Claim (Protein)

- Comparative Claim: Protein: "30% More Protein than original", Sugar: "30% Less Sugar than original"



Figure 6 Comparative Claim (Sugar)



Figure 7: Comparative Claim (Protein)

Each product label version was modified to feature only one of these specific claims per nutrient component, ensuring that each claim type was isolated for analysis. To maintain consistency, all other design elements were held constant across the labels. This ensured that the only

variation across labels was the type of claim displayed. Once finalized, each version of the product label was applied to a yogurt container image using the Mockup tool within Canva Pro, which created a realistic visual and then used as stimuli in the main study.

3.2.3 Measurement/ Indicators

Key variables in the study included purchase intention and value perception. These constructs were measured using Likert-scale questions presented to participants in the main survey(Appendix 1).

For each construct, respondents were shown specific stimuli and asked to rate their agreement with four statements on a scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which allowed for a quantitative assessment of the constructs.

The measurement of purchase intention included the following statements:

- I am likely to purchase this yogurt.
- I would consider buying this yogurt the next time I go shopping.
- I would recommend this yogurt to others.
- I would choose this yogurt over other similar products.

For value perception, the survey included statements such as:

- This yogurt offers good value for the price.
- I believe this yogurt provides nutritional benefits that justify its cost.
- This yogurt seems like a valuable choice based on its benefits.
- This yogurt would be a beneficial addition to my diet.

These items were designed based on constructs from existing literature (DAM, 2020)which ensured validity and relevance for evaluating the effect of nutritional claims. Composite scores were calculated for each construct by averaging the responses to the individual items, creating a reliable metric for subsequent analysis.

Framework	Measure	Items	Scale	Reference	Cronbach α
IV	Nutrition Claim	Stimuli	na	na	na
Moderator	Generations	1	na	na	na
Moderator	Gender	1	na	na	na
Mediator	Value Perception	4	5-Point Likert Scale	Tri Cuong DAM / Journal of Asian Finance, Economics and Business Vol 7 No 10 (2020) 939–947	0.852
DV	Purchase Intention	4	5-Point Likert Scale	Tri Cuong DAM / Journal of Asian Finance, Economics and Business Vol 7 No 10 (2020) 939–947	0.841

Figure 8: Measurement of Constructs

Value Perception	Purchase Intention
Tri Cuong DAM / Journal of Asian Finance, Economics and Business Vol 7 No 10 (2020) 939–947	Tri Cuong DAM / Journal of Asian Finance, Economics and Business Vol 7 No 10 (2020) 939–947
<ol style="list-style-type: none"> 1. The phone appears to be a good value for the price 2. The price is given that this phone brand is very acceptable. 3. This phone brand is supposed to be a good financial deal. 4. The price of this phone brand is competitive. 	<ol style="list-style-type: none"> 1. I would intent to buy the brand in the future. 2. I would plan to purchase this phone brand. 3. I would attempt to purchase this brand. 4. I would certainly purchase this brand.

Figure 9: Constructs

3.3 Data Analysis

The data analysis employed a combination of descriptive and inferential statistical techniques to test the study’s hypotheses. Descriptive statistics were used to summarize the demographic characteristics of the sample and provide general insights. ANOVA was conducted to compare the effects of different claim types across demographic groups, while regression analyses were used to examine the relationships between nutritional claims(IV), generation and gender (Moderator), value perception (mediator) and finally, purchase intention (DV). Interaction terms were included to test for moderation effects.

Chapter 4: Results and Discussions

4.1 Results

4.1.1 Cleaning the data

This subsection outlines the steps taken to clean and prepare the data for analysis, including handling missing responses, screening failures, repeated IPs, and checking for outliers. It concludes with the manipulation check.

- Missing Data

This subsection addresses the treatment of missing responses to ensure the validity and reliability of the dataset used in the analysis. Out of the 681 responses collected, 28 were missing due to incomplete or blank submissions. These responses were automatically excluded. Among the remaining 653 responses, an initial screening question was used to ensure participants met the age demographic requirements of the study. Of the 653 valid responses, 88 failed the screening question, leaving 565 respondents who passed. Among these, 106 did not respond to the stimuli, further reducing the dataset to 459 valid responses. The final dataset included 459 responses, which was considered valid for further analysis.

Total Initial Responses	681
Missing Responses	28
Failed Screening	88
Passed Screening	565
Did not respond to Stimuli	106
Valid Responses	459

Table A

- Outlier Analysis

Outlier analysis was conducted separately for each stimuli group. Multivariate outliers were identified using Mahalanobis Distance and a Chi-Square threshold of $p < .001$ was applied to detect extreme values for each stimuli group. The results indicated that no responses fell outside the Chi-Square threshold for any stimuli group, which suggests that the data within each group was consistent, with no extreme or anomalous responses that could skew the analysis.

	Control	Nutrient Content		Comparative		Functional		Total
		Sugar	Protein	Sugar	Protein	Sugar	Protein	
Initial Observation	67	64	60	68	68	66	66	459
Repeated IPs	11	7	7	9	3	3	10	50
Outliers	0	0	0	0	0	0	0	0
Valid Responses	56	57	53	59	65	63	56	409

Table B

- Variables Creation

Purchase Intention (**PI**) and Value Perception (**VP**): As previously mentioned, for each stimulus, four statements measured Purchase Intention, and four statements measured Value Perception on a 5-point Likert scale. Responses were averaged to compute composite scores for each construct for each type of claim. Respondents with missing data for all statements within a construct were excluded. The composite scores for PI and VP were stacked into single variables to enable regression analyses across all stimuli.

The variable **StimuliGroup** delineated specific claim conditions, categorized as follows: 1 = No Claim (Control), 2 = Nutrient Content Claim (Sugar), 3 = Nutrient Content Claim (Protein), 4 = Comparative Claim (Sugar), 5 = Comparative Claim (Protein), 6 = Functional Claim (Sugar), 7 = Functional Claim (Protein). Dummy variables were created for detailed analysis:

- Nutrient Content Claims were coded as 1 for StimuliGroup = 2 or 3; 0 for Control.
- Comparative Claims were coded as 1 for StimuliGroup = 4 or 5; 0 for Control.
- Functional Claims were coded as 1 for StimuliGroup = 6 or 7; 0 for Control.

The variables were extended further into two specific groups:

- Protein Claims to represent protein-focused conditions.

- Sugar Claims for sugar-related claims.

Demographic variables, including Gender (0 = Female, 1 = Male) and Generation (0 = Generation Z, 1 = Generation X), were recoded as dummy variables for analytical consistency. These variables supported an exploration of moderating effects, assessed through interaction terms:

- Nutrient Content Claim × Generation
- Nutrient Content Claim × Gender
- Comparative Claim × Generation
- Comparative Claim × Gender
- Functional Claim × Generation
- Functional Claim × Gender

- Manipulation Check

The manipulation check assessed whether the stimuli elicited distinct responses in purchase intention across seven groups: Control (No Claim), Nutrient Content Claims (Sugar and Protein), Comparative Claims (Sugar and Protein), and Functional Claims (Sugar and Protein). An ANOVA using purchase intention as the dependent variable revealed no statistically significant differences between groups ($F = 0.901$, $p = 0.494$, $\eta^2 = 0.012$).

Stimuli Group	Mean Purchase Intention	Standard Deviation
1 (Control: No Claim)	2.87	0.97
2 (Content Claim: Sugar)	3.28	1.01
3 (Content Claim: Protein)	2.99	1.00
4 (Comparative Claim: Sugar)	3.12	0.99
5 (Comparative Claim: Protein)	2.98	1.03
6 (Functional Claim: Sugar)	3.01	1.01
7 (Functional Claim: Protein)	3.04	0.98

Table C : Manipulation Check (Mean Purchase Intention by Stimuli)

Variable	F-Statistic	p-Value	Significant (p < 0.05)
Purchase Intention	0.901	0.494	No

Table D: Manipulation Check (ANOVA Summary)

The results show minimal variation in mean scores across groups, ranging from **2.87** (Control) to **3.28** (Nutrient Content Claim: Sugar), suggesting that the type of claim did not produce a statistically significant effect on purchase intention at the aggregate level. The lack of significant differences may be attributed to the study design, which prioritized subgroup analyses of demographic moderators. Effectively, the randomized exposure to a single stimulus may have diluted group-level effects and individual preferences for claim types.

4.1.2 Descriptive Statistics

- Sample Characterization

Generations: The sample predominantly comprised Generation Z (73.8%) and Generation X (26.2%), reflecting the study's focus on generational differences.

Gender: The sample had more female respondents (58.9%) compared to males (41.1%).

Education Level: The majority of respondents reported a bachelor's degree (38.2%) or a Graduate degree (31.3%). High School graduates made up 27.5%, while 3% had less than a High School degree. Missing responses totaled 11%.

Employment Status: Students constituted 54.7% of the sample, followed by full-time employees (38.7%). Unemployed (3%), retired (1.4%), or undisclosed (2.2%). Missing responses were 11%.

Dietary Motivations: Both generations prioritized Health Improvement as their primary dietary motivator (Generation X: Mean = 1.72; Generation Z: Mean = 1.85). Generation X emphasized Longevity and Disease Prevention (Mean = 2.60) and Weight Management (Mean = 2.48), reflecting their focus on long-term health. In contrast, Generation Z placed greater importance on Physical Appearance (Mean = 3.31) and Weight Management (Mean = 2.99), indicating a preference for immediate, aesthetic benefits. Environmental and Ethical Reasons ranked lowest for both groups (Mean = 5.46).

Trustworthiness of Nutrition Claims: Trust in nutrition claims was moderate overall (Mean = 2.94, SD = 0.966). Generation Z showed slightly higher trust (Mean = 2.98) compared to

Generation X (Mean = 2.82). By gender, males exhibited greater trust (Mean = 3.03) than females (Mean = 2.82).

Importance of Nutritional Information: Nutritional information on food packaging was highly valued (Mean = 3.74, SD = 1.069). Generation Z (Mean = 3.75) prioritized it slightly more than Generation X (Mean = 3.73). Females (Mean = 3.76) placed greater importance on nutritional transparency than males (Mean = 3.64).

Information Sources : Generation Z relied more on social media influencers and food labels than Generation X. Social media influencers ranked higher among Generation Z, reflecting their strong engagement with digital platforms. Food labels were also influential, indicating a preference for transparency and self-evaluation of nutritional content. Doctors and nutritionists remained a trusted source, while government dietary guidelines and news outlets/magazines were ranked lower, signaling skepticism toward institutional sources. Generation X showed a stronger reliance on doctors and nutritionists, highlighting their trust in professional expertise. Family and friends also ranked higher for Generation X, emphasizing interpersonal influences. They placed less importance on social media influencers, favoring traditional sources like food labels and scientific research. Like Generation Z, they ranked government dietary guidelines and news outlets/magazines among the least influential.

Women placed greater importance on food labels and social media influencers than males, reflecting their emphasis on transparency and personalized content. Family and friends were also key for females, but doctors and nutritionists remained the most trusted source. Scientific research was moderately influential, while government dietary guidelines and news outlets/magazines ranked low. Men relied more heavily on doctors and nutritionists and placed higher value on scientific research compared to females. Family and friends were moderately influential, while social media influencers and food labels were ranked lower. Males also shared a lack of trust in government dietary guidelines and news outlets/magazines.

Dietary Restrictions: Among respondents, 15.2% reported dietary restrictions. Lactose intolerance was most common (37.1%), followed by allergies (17.7%) and “Other” restrictions (37.1%), which included vegan, vegetarian, pescatarian, and gluten-free diets. Rarely mentioned conditions included celiac disease (3.2%) and diabetes (4.8%).

Social Media Influence: Social media influence on food choices was rated moderate overall (Mean = 2.53, SD = 1.139). Generation Z reported a higher influence (Mean = 2.88) compared to Generation X (Mean = 1.89). Females were more influenced (Mean = 2.59) than males (Mean

= 2.39). Notably, 23.7% of respondents stated social media had no influence on their dietary decisions.

Generation's Role in Diet Choices: Both generations strongly agree that the definition of health has changed over time. However, clear generational differences emerged in their dietary priorities. Generation Z valued protein significantly, with 56% favoring high-protein options, a recent trend in modern health. In contrast, 41% of Generation X strongly disagrees with the importance of protein, instead prioritizing traditional choices like low-sugar options (49%) and "light" products (48%).

Physical appearance is a greater priority for Generation Z, with 40% agreeing that they choose foods based on perceived appearance benefits compared to only 23% of Generation X. The younger generation also emphasizes muscle tone and weight management more than the older (69% vs. 60%). For Generation X, this difference may come from prioritizing health over aesthetics, especially as they age.

Overall, Generation Z leans toward modern health trends, valuing protein and physical appearance, while Generation X maintains loyalty to conventional health practices like calorie management and sugar reduction.

Gender Role on Diet Choices: Among females, 35.2% agreed their diet choices are influenced by gender-specific needs, compared to 16.1% of males. Neutral and disagreement levels were higher among males. Pressure to follow "healthy eating" trends was felt by 40% of females and 24.8% of males, with males being more likely to strongly disagree (22.8%). 39.9% of females and 28.2% of males reported that societal expectations impact their food choices, highlighting that females were more likely to strongly agree with this statement. Gender-focused marketing messages influenced 34.7% of females and 32.9% of males, with females showing stronger disagreement (21.1%). This highlights a consistent trend of females reporting greater influence from gender-specific factors and societal expectations, compared to males, which may suggest that females may be more exposed or sensitized to external pressures related to diet and health trends.

- Key Variables Means, Min, Max, St. Deviation

The Control Group, representing products with no nutritional claims, serves as the baseline for purchase intention comparisons across all claim types, generations, and genders. Overall, the control group reported a mean purchase intention (PI) of 3.09 (SD = 1.13). Generation X

exhibited a higher mean PI of 3.31 (SD = 1.15) compared to Generation Z, whose mean was 2.98 (SD = 1.12).

From a gender perspective, males in the control group reported a higher mean PI of 3.21 (SD = 1.06), while females reported a slightly lower mean of 3.00 (SD = 1.19).

The analysis of purchase intention (PI) across claim types reveals distinct trends. Nutrient Content Claims («Low Sugar», «Rich in Protein») performed notably better among Generation X, with a mean PI of 3.49 (SD = 1.22), compared to Generation Z, whose mean was 2.99 (SD = 1.18). When compared to the control, Generation X demonstrated a meaningful increase, while Generation Z exhibited only a marginal improvement. Gender analysis showed slightly higher responsiveness among males, with a mean PI of 3.14 (SD = 1.16), compared to females at 3.10 (SD = 1.16). Relative to the control group, the improvement for males was negligible, while females showed a slight increase.

For Comparative Claims («30% Less Sugar Than Original», «30% More Protein than original») Generation X again exhibited higher purchase intention, with a mean PI of 3.15 (SD = 0.99), compared to Generation Z at 2.99 (SD = 1.15). This highlights Generation X's relatively greater receptiveness to Comparative Claims. Compared to the control group, Generation X showed a slight decrease in PI, dropping from 3.31 to 3.15, whereas Generation Z's PI remained stable at 2.99. In terms of gender, females demonstrated greater responsiveness, with a mean PI of 3.16 (SD = 1.03) compared to males, who reported a lower mean of 2.85 (SD = 1.20). Compared to the control group, females showed a meaningful increase, while males exhibited a noticeable decline.

Functional Claims («Steady Energy without the Sugar Crash», «Boosts Muscle Recovery») revealed a similar generational pattern. Generation X reported a higher mean PI of 3.13 (SD = 1.02) compared to Generation Z, whose mean was 2.97 (SD = 1.13). This result indicates that Generation X is slightly more inclined to respond positively to Functional Claims. However, when compared to the control group, Generation X showed a slight decrease in PI, from 3.31 to 3.13, while Generation Z's PI remained relatively stable, decreasing marginally from 2.98 to 2.97. Gender analysis showed that females had a higher mean PI of 3.09 (SD = 1.13) compared to males at 2.84 (SD = 1.08). Relative to the control group (females = 3.00, males = 3.21), females demonstrated an increase, while males experienced a decline.

In the analysis of Sugar Claims («Low Sugar», «30% Less Sugar Than Original» , «Steady Energy without the Sugar Crash»), Generation X reported the highest mean PI at 3.48 (SD = 0.99), significantly outperforming Generation Z, whose mean was 2.97 (SD = 1.13). This result underscores the greater effectiveness of sugar-related claims among Generation X. Compared to the control group, Generation X showed a marked increase in PI from 3.31 to 3.48, while Generation Z's PI remained stable at 2.97. Gender analysis revealed higher PI among females, with a mean of 3.16 (SD = 1.08), compared to males at 3.02 (SD = 1.17). Relative to the control group (females = 3.00, males = 3.21), females showed an improvement, while males exhibited a slight decrease.

For Protein Claims, («Rich in Protein», «30% More Protein than original», «Boosts Muscle Recovery») Generation Z demonstrated higher purchase intention, with a mean PI of 3.00 (SD = 1.13), compared to Generation X at 2.88 (SD = 1.08). This trend deviates from the other claim types, where Generation X typically reported higher PI. Compared to the control group, Generation Z showed a marginal improvement, increasing from 2.98 to 3.00, while Generation X exhibited a decline from 3.31 to 2.88. Gender analysis revealed higher PI among females, with a mean of 3.06 (SD = 1.11), compared to males, who reported a mean of 2.84 (SD = 1.10). Compared to the control group (females = 3.00, males = 3.21), females demonstrated a slight improvement, while males reported a decrease.

Generation X consistently reported higher purchase intention compared to Generation Z, with the difference being particularly pronounced for Nutrient Content Claims and Sugar Claims. In contrast, Generation Z demonstrated a lower and relatively consistent purchase intention across all stimuli. The only exception to this trend was observed for Protein Claims, where Generation Z exhibited marginally better results than Generation X.

Gender analysis highlighted greater responsiveness among females to nutritional claims, particularly for Functional and Sugar Claims. Compared to the control group, Nutrient Content and Sugar Claims showed modest improvements in Purchase Intention, while Functional and Protein Claims demonstrated mixed outcomes, with declines observed in certain subgroups.

- Measure Reliability (Constructs)

Purchase Intention Stimuli	I am likely to purchase this yogurt.	I would consider buying this yogurt the next time I go shopping.	I would recommend this yogurt to others.	I would choose this yogurt over other similar products.	Cronbach's Alpha
Nutrient Content Sugar	0.808	0.815	0.807	0.825	0.918
Nutrient Content Protein	0.813	0.903	0.828	0.781	0.927
Comparative Sugar	0.851	0.867	0.862	0.844	0.942
Comparative Protein	0.810	0.861	0.792	0.714	0.907
Functional Sugar	0.895	0.889	0.812	0.880	0.945
Functional Protein	0.717	0.839	0.824	0.709	0.898

Table E: Cronbach Alpha (Purchase Intention)

As mentioned, the Purchase Intent (PI) scale consisted of four items designed to assess purchase intention. The reliability analysis indicated excellent internal consistency, with Cronbach's alpha values exceeding the generally accepted threshold of 0.7. No items were removed from the scale, since all statements demonstrated strong corrected item-total correlations, supporting their contribution to overall reliability.

Stimuli \ Value Perception	This yogurt offers good value for the price.	I believe this yogurt provides nutritional benefits that justify its cost.	This yogurt seems like a valuable choice based on its benefits.	This yogurt would be a beneficial addition to my diet.	Cronbach's Alpha
Nutrient Content Sugar	0.608	0.815	0.825	0.748	0.886
Nutrient Content Protein	0.703	0.862	0.851	0.731	0.908
Comparative Sugar	0.672	0.841	0.812	0.709	0.892
Comparative Protein	0.709	0.839	0.813	0.736	0.895
Functional Sugar	0.672	0.866	0.812	0.754	0.906
Functional Protein	0.694	0.841	0.813	0.736	0.898

Table F: Cronbach Alpha (Value Perception)

As mentioned, the Value Perception (VP) construct was measured using four statements designed to evaluate consumers' perceptions of the product's value. The reliability analysis indicated excellent internal consistency, with Cronbach's alpha values exceeding the generally

accepted threshold of 0.7. No items were removed from the scale, as all statements demonstrated strong corrected item-total correlations, supporting their contribution to overall reliability.

4.1.3 Inference Statistics

- Understand Multicollinearity (Interdependence)

Multicollinearity diagnostics were performed to assess the interdependence among variables and ensure the robustness of the regression model. This analysis included the Variance Inflation Factor (VIF), eigenvalues, and condition index as key measures. The evaluation adhered to established thresholds: VIF below 2.500, eigenvalues above 0.010, and a condition index below 30.000.

The results of the diagnostics are summarized in the table below:

	Independent Variables						Moderator		Mediator
	Nutrient Content Claims		Comparative Claims		Functional Claims				
	Sugar	Protein	Sugar	Protein	Sugar	Protein	Generation	Gender	Value Perception
VIF	1.886	1.898	1.773	1.933	1.852	1.726	1.017	1.019	1.032
Eigenvalue	1.033	1.010	1.000	1.000	1.000	0.672	0.520	0.104	3.628
Condition Index	1.874	1.895	1.904	1.905	1.905	2.324	2.641	5.905	1.000

Table G: Multicollinearity

VIF: All values are below the threshold of 2.500, which confirms that multicollinearity is not a concern in this model, ensuring reliable and interpretable regression coefficients.

Eigenvalues: All variables exceed the minimum of 0.010, confirming that no dimensions are contributing negligible variance to the analysis.

Condition Index: All are below the threshold of 30.000, further confirming the absence of severe multicollinearity.

The results indicate that nutritional claims (IV) along with generation and gender (moderators) and VP (mediator) are in the model without multicollinearity concerns.

- Hypothesis Testing

H₁: Nutritional Claims have a positive impact on Purchase Intention.

H₀: Nutritional Claims do not have a significant impact on Purchase Intention.

A linear regression was conducted in order to test this hypothesis (**Appendix**). **Nutritional Claims** served as the independent variable (IV) and **Purchase Intention** as the dependent variable (DV). To aggregate the different nutritional claims into a single variable, the **Stimuli Group** variable was recoded as a binary indicator:

$$\text{Nutritional Claims (NC)} = \begin{cases} 1, & \text{Nutritional Claim is present} \\ 0, & \text{Control Group} \end{cases}$$

Thus, the regression model can be mathematically represented as:

$$PI_i = \beta_0 + \beta_1 NC_i + \varepsilon_i$$

Where:

- PI_i : Purchase Intention for observation i
- NC_i : Nutritional Claims (0= no claim, 1 = any claim)
- β_0 : Constant (Intercept)
- β_1 : Coefficient of Nutritional Claims
- ε_i : Residual Error

Before analyzing the results, the assumptions for linear regression were evaluated. First, the linearity assumption was assessed and deemed appropriate, as binary predictors inherently impose a linear relationship with the dependent variable. The independence of observations was satisfied by the survey design, ensuring that each response was collected independently. Homoscedasticity was assessed with residual plots. For the normality of residuals, the large sample size ensures that the Central Limit Theorem applies. Finally, multicollinearity is not an issue in this model, as there is only one predictor variable.

The Model Summary table shows an R-value of 0.015 and an R-squared of 0.000, indicating that the aggregated nutritional claims explain virtually none of the variance in purchase intention. The adjusted R-squared value of -0.002 further confirms that the predictor variable does not contribute meaningfully to the model's explanatory power. The ANOVA table reports an F-statistic of 0.084 with a p-value of 0.773, which is far above the 0.05 significance threshold. This result suggests that the overall regression model is not statistically significant. The unstandardized coefficient (B) for nutritional claims is -0.050, with a standard error of 0.172, producing a t-value of -0.289 and a p-value of 0.773. Although the coefficient is slightly negative, it is non-significant, indicating that the presence of nutritional claims does not significantly influence purchase intention.

As a result, we fail to reject the null hypothesis. The model's explanatory power was negligible, as reflected by the R-squared and non-significant F-statistic. This result indicates that nutritional claims do not influence consumers' purchase intentions in a statistically significant way.

H2: Generational differences moderate the relationship between nutritional claims and value perception.

H0: There is no significant moderation effect of generational differences on the relationship between nutritional claims and value perception.

A moderation analysis was performed using a linear regression (**Appendix 2**). The dependent variable was Value Perception, and the independent variables were Nutrient Content Claims (NC), Comparative Claims (CC), and Functional Claims (FC).

The moderation model is expressed as:

$$VP_i = \beta_0 + \beta_1(\text{Nutritional Claim}) + \beta_2(\text{Gen}) + \beta_3(\text{Claim} \times \text{Gen}) + \epsilon_i$$

Where:

- VP_i = Value Perception for observation i
- Claim×Gen = Interaction effect for moderation
- ϵ = Error term

The assumptions of linear regression were tested. The normality of residuals was evaluated and did not reveal severe deviations from normality. Multicollinearity was checked using Variance Inflation Factors (VIF), which were well below

the threshold of 10, ensuring no multicollinearity issues among predictors and interaction terms. The independence of residuals was confirmed using the Durbin-Watson statistic, and no autocorrelation was detected.

The adjusted R² for all models is near zero (−0.016 to −0.017), indicating minimal explanatory power. The inclusion of the interaction terms did not significantly improve the model fit, as evidenced by the F-statistics and associated p-values.

The models, both with and without the interaction terms, were non-significant (p>0.05) across all claims. This indicates that neither the claims alone nor their interaction with Generations explain significant variance in value perception.

- Main Effects: Nutrient Content Claims (B=0.206,p=0.312), Comparative Claims (B=−0.044,p=0.842), and Functional Claims (B=0.004,p=0.982) were not significant predictors of value perception.
- Moderation Effects: The interaction terms for Nutrient Content (B=0.111,p=0.766B), Comparative Claims (B=−0.059,p=0.876), and Functional Claims (B=−0.167,p=0.653) were all non-significant.

Given the results, we fail to reject the null hypothesis. Generational differences do not moderate the relationship between nutritional claims (Nutrient Content, Comparative, and Functional Claims) and value perception. Both the direct effects of the claims and the interaction terms were statistically non-significant, suggesting that value perception is not influenced by nutritional claims across different generations.

H_{2b}: Functional claims have a stronger impact on Value Perception for Generation Z compared to Generation X.

H₀: There is no difference in the value perception of Functional Claims between Generation Z and Generation X.

The hypothesis can be represented as follows:

$$H_0 = \mu_{gen X} = \mu_{gen Z} \text{ versus } H_a = \mu_{gen X} \neq \mu_{gen Z}$$

where $\mu_{gen X}$ and $\mu_{gen Z}$ are the mean Value Perceptions of Functional Claims for Generation X and Generation Z, respectively.

A one-way ANOVA was conducted to test this hypothesis (Appendix 3b). In this test, the dependent variable was Value Perception (VP), and the independent variable was Generation. Only responses related to Functional Claims were included in the analysis.

All the assumptions for One-Way ANOVA were verified, which means independence is ensured due to the survey design. The Central Limit Theorem supports the assumption that the sampling distribution of the mean Value Perception approximates normality because the sample sizes, particularly for Generation Z (N=89), are sufficiently large. The smaller sample size for Generation X (N=26) remains reasonable to rely on this approximation. The homogeneity of variances was tested using Levene's Test, which yielded a significant value of $p=0.487$, so the assumption of equal variances holds.

From the descriptive table, Generation Z has a mean VP of 3.1685 (SD=0.97466) and Generation X has a mean VP of 3.1346 (SD=0.90341).

The ANOVA table reports $F(1, 113) = 0.025$, $p = 0.874$. The sum of squares between groups is 0.023, while the within groups sum of squares is 104.001. The results suggest no statistically significant difference in VP between Generation Z and Generation X when exposed to Functional Claims.

The Eta-squared value is 0.000, indicating that the difference between the generations explains virtually none of the variance in Value Perception. Confidence intervals for other effect size measures close to zero.

We fail to reject the null hypothesis. There is no statistically significant difference in VP between Generation Z and Generation X when exposed to Functional Claims. Despite the lack of statistical significance, in descriptive statistics Generation Z reported a marginally higher mean VP compared to Generation X.

H_{2c}: Nutrient content claims have a stronger impact on Value Perception for Generation X compared to Generation Z.

H₀: There is no difference in the effect of nutrient content claims on Value Perception between Generation X and Generation Z.

The hypothesis can be represented as follows:

$$H_0 = \mu_{gen X} = \mu_{gen Z} \text{ versus } H_a = \mu_{gen X} \neq \mu_{gen Z}$$

where $\mu_{gen X}$ and $\mu_{gen Z}$ are the mean Value Perceptions of Nutrient Content Claims for Generation X and Generation Z, respectively.

To test the hypothesis, a one-way ANOVA was conducted (Appendix 3c). In this test, the dependent variable was Value Perception (VP), and the independent variable was Generation. Only responses related to Nutrient Content Claims were included in the analysis.

All the assumptions for One-Way ANOVA were verified, which means independence is ensured as the responses are from distinct individuals. Homogeneity of variances was tested using Levene's Test, and the result is not significant ($p = 0.469$), indicating equal variances across groups. For normality, the Central Limit Theorem applies.

The Descriptives Table shows that Generation X has a higher mean VP (3.6146) compared to Generation Z (3.3704), with respective standard deviations of 1.01879 and 0.93216. However, the ANOVA results indicate that the difference in means is not statistically significant: $F(1,103)=1.218$, $p=0.272$. The between-groups sum of squares is 1.104, and the within-groups sum of squares is 93.386, showing minimal variance explained by the generational group.

The effect size (Eta-squared) is 0.012, indicating that only 1.2% of the variance in Value Perception can be attributed to generational differences, which is a negligible effect. The Welch and Brown-Forsythe robust tests confirm this finding, as both produce non-significant results ($p=0.300$).

While Generation X presents a higher mean value for Value Perception when compared to Generation Z, the difference is not statistically significant. The results of the one-way ANOVA suggest that there is no statistically significant difference in Value Perception between Generation X and Generation Z when exposed to nutrient content claims. We fail to reject the null hypothesis.

H_{2a}: Protein claims have a stronger impact on Value Perception for Generation Z compared to Generation X.

H₀: There is no difference in the effect of protein claims on Value Perception between Generation X and Generation Z.

The hypothesis can be represented as follows:

$$H_0 = \mu_{gen X} = \mu_{gen Z} \text{ versus } H_a = \mu_{gen X} \neq \mu_{gen Z}$$

where $\mu_{gen\ X}$ and $\mu_{gen\ Z}$ are the mean Value Perceptions of Protein Claims for Generation X and Generation Z, respectively.

To test the hypothesis, a one-way ANOVA was conducted (Appendix 3d). In this test, the dependent variable was Value Perception, and the independent variable was Generation. The data was filtered to only include responses related to Protein Claims in the analysis.

All the assumptions for One-Way ANOVA were verified, which means the data was collected independently, ensuring that each observation was not influenced by others. The normality assumption is satisfied based on the Central Limit Theorem due to the sample size for Generation Z and Generation X >30 ($N=123$ and $N=43$ respectively), as the mean of VP for each group will approximate a normal distribution. Levene's test for homogeneity of variances confirms that the variance between the two groups is equal ($p=0.409$).

Generation Z shows a mean Value Perception of 3.2520 ($SD=0.99718$), while Generation X has a lower mean Value Perception of 3.0872 ($SD=0.89290$). The 95% confidence interval for Generation Z is [3.0740, 3.4300], and for Generation X is [2.8124, 3.3620], suggesting a slight overlap.

The ANOVA table shows no statistically significant difference: $F(1,164)=0.917$, $p=0.340$. The p-value exceeds the 0.05 threshold, indicating that the observed difference is not statistically significant. The eta-squared value ($R^2=0.006$) indicates a small effect size, suggesting minimal practical impact.

While the results of the one-way ANOVA are not statistically significant, it is important to note the descriptive differences observed between the generations. Generation Z reported a higher mean Value Perception ($M=3.2520$) compared to Generation X ($M=3.0872$). Despite the lack of statistical significance ($p=0.340$), the slight trend suggests that Generation Z may perceive Protein Claims more favorably than Generation X.

H_{2e}: Sugar claims have a stronger impact on Value Perception for Generation X compared to Generation Z.

H₀: There is no difference in the effect of sugar claims on Value Perception between Generation X and Generation Z.

The hypothesis can be represented as follows:

$$H_0 = \mu_{gen\ X} = \mu_{gen\ Z} \text{ versus } H_a = \mu_{gen\ X} \neq \mu_{gen\ Z}$$

where $\mu_{gen X}$ and $\mu_{gen Z}$ are the mean Value Perceptions of Sugar Claims for Generation X and Generation Z, respectively.

A one-way ANOVA was conducted to test this hypothesis. (Appendix 3e). All the assumptions were verified, which means the samples of Generation X and Generation Z are independent, as participants were separated by generational categories. The Central Limit Theorem applies, ensuring approximate normality of the sampling distribution (Generation X (N=47) and Generation Z (N=128)). Levene's Test for Homogeneity of Variance yielded a p-value of 0.475 (greater than 0.05), confirming equal variance across the groups.

The mean VP for Generation X was 3.4734 with a standard deviation of 0.94586, while Generation Z had a mean of 3.1855 with a standard deviation of 1.04535. These values suggest a slightly higher mean for Generation X compared to Generation Z.

The ANOVA table shows $F(1,164)=0.917$, $p=0.340$. Given that $p=0.040 < 0.05$, the test result is statistically significant, indicating a difference between Generation X and Generation Z in the effect of sugar claims on Value Perception. The eta-squared value is 0.016, indicating that 1.6% of the variance in Value Perception can be attributed to generational differences. While statistically significant, the effect size is small.

We reject the null hypothesis that there is no difference in the effect of sugar claims on Value Perception between Generation X and Generation Z. While the effect size is small, the results indicate that Generation X perceives higher value for sugar claims (mean = 3.4734) compared to Generation Z (mean = 3.1855).

H₃: Gender moderates the relationship between nutritional claims and value perception.

H₀: There is no significant moderation effect of generational differences on the relationship between nutritional claims and value perception.

A moderation analysis was performed using the following linear regression (Appendix):

$$VP = \beta_0 + \beta_1(\text{Nutritional Claims}) + \beta_2(\text{Gender}) + \beta_3(\text{Nutritional Claims} \times \text{Gender}) + \epsilon$$

Where:

- VP is the dependent variable (Value Perception),
- $\text{Nutritional Claims (NC)} = \begin{cases} 1, & \text{Nutritional Claim is present} \\ 0, & \text{Control Group} \end{cases}$

- $Gender = \begin{cases} 1, & Male \\ 0, & Female \end{cases}$
- Nutritional Claims \times Gender is the interaction term for testing moderation.
- ϵ = Error term

All assumptions of linear regression were verified, which means, normality of residuals was assumed based on the Central Limit Theorem due to the sufficiently large sample size. Multicollinearity was also tested by examining the tolerance and VIF values, which remained within acceptable limits.

In the first model gender and nutritional claims were included as predictors. The R^2 value is 0.008, meaning the model accounts for only 0.8% of the variance in VP. The ANOVA table shows that the overall model is not statistically significant ($F(2,386)=1.498, p=.225$).

In the second model, the interaction term was added to test the moderation effect. The R^2 increased 0.043, indicating that the model explains 4.3% of the variance in value perception. The ANOVA results suggest that the model is significant at a 5% level ($F(3,385)=1.519, p=0.049$).

Examining the coefficients table, the interaction term has a coefficient of -0.388 with a t-value of -1.248 and a significance level of $p=.042$. This suggests a small but statistically significant negative moderation effect of gender on the relationship between nutritional claims and value perception.

The results suggest that gender does moderate the relationship between nutritional claims and value perception. Specifically, the negative coefficient for the interaction term indicates that the effect of nutritional claims on value perception decreases among males compared to

females. While the overall model explains a small proportion of the variance, the interaction term's significance provides evidence to reject the null hypothesis.

- Full Model Test

The analysis of Value Perception as the outcome variable reveals that the combined model is not statistically significant (**Appendix 5**).

Nutrient content claims, comparative claims, and functional claims do not exhibit significant effects on value perception. Specifically, Nutrient Content Claims have a coefficient of

$b=0.2472$, $p=0.3254$, Comparative Claims yield $b=0.1182$, $p=0.6577$, and Functional Claims produce $b=0.2544$, $p=0.3039$. Additionally, the interaction terms with Generation and Gender fail to reach significance. For Nutrient Content Claims (**Appendix 5a: Full Model Test for Nutrient Content Claims**), the interaction with Generation yields $b=0.1175$, $p=0.7555$, and with Gender, $b=-0.0817$, $p=0.8148$. Similarly, Comparative Claims (**Appendix 5b: Full Model Test for Comparative Claims**) produce insignificant interactions ($b=-0.0583$, $p=0.8785$ for Generation and $b=-0.4261$, $p=0.2459$ for Gender). For Functional Claims (**Appendix 5c: Full Model Test for Functional Claims**), while the interaction with Generation remains non-significant ($b=-0.1684$, $p=0.6460$), the interaction with Gender shows a marginal trend with $b=-0.5814$, $p=0.0484$, suggesting a potential moderating effect that warrants further exploration.

When analyzing PI as the dependent variable, the model demonstrates statistical significance with $R^2=0.64$, $F(4,N)=140.19$, $p<0.001$. The mediating role of VP is evident, as it strongly predicts Purchase Intention ($b=0.9054$, $p<0.001$). However, the direct effect of Nutritional Claims remains, for the majority, non-significant. Nutrient Content Claims yield $b=-0.1918$, $p=0.41092$ Comparative Claims produce $b=0.0129$, $p=0.8860$, and Functional Claims return $b=-0.0703$, $p=0.5480$. This indicates that the claims primarily influence PI through VP rather than through direct pathways.

The conditional indirect effects also support these findings. For Nutrient Content Claims, Comparative Claims, and Functional Claims, the indirect effects through Value Perception are non-significant across combinations of Generation and Gender, as the confidence intervals for all subgroups include zero. Nevertheless, a marginal trend emerges for the interaction of Functional Claims with Gender, where females appear to perceive Functional Claims less favorably ($b=-0.5814$, $p=0.0846$).

In conclusion, the combined model shows that Nutrient Content, Comparative, and Functional Claims do not have significant direct effects on Purchase Intention or Value Perception. Value Perception remains a critical mediator, strongly influencing Purchase Intention, while the moderation of Generation and Gender are non-significant. Nonetheless, analysis reveals trends highlighting the importance of further examining demographic differences in responses to nutritional claims.

4.2 Discussion

The findings reveal that nutritional claims do not significantly impact purchase intention. Respondents demonstrated moderate trust in nutritional claims. Nonetheless, nutritional information on packaging is highly valued. While nutritional claims may capture attention, respondents often feel the need to fact-check these claims. This aligns with existing literature noting that claims often fail to resonate with skeptical consumers, who prefer detailed verification, demonstrating that claims alone are insufficient to drive purchases. Additionally, the descriptive statistics, when analyzed across the whole sample rather than by demographic groups, showed that mean purchase intentions across stimuli were relatively uniform, with only minor variations. This aligns with existing literature suggesting that visual and contextual elements, such as packaging design and brand reputation, play a more influential role in shaping purchase decisions. On the other hand, the research findings concluded that value perception significantly mediates purchase intention, acting as a critical bridge between consumer interest and decision-making. Thus, while nutritional claims alone may not directly drive purchase behavior, they can enhance perceived value through the "halo effect," a concept highlighted in existing literature, where consumers associate the claims with broader product benefits, such as quality or health, which in turn could increase purchase intention.

Hypothesis testing revealed that generational differences didn't significantly moderate the relationship between claims and value perception. However, distinct generational differences stood out. Generation Z showed higher trust in claims. However, Generation X demonstrated higher purchase intention in the majority of stimuli, possibly due to greater purchasing power. This goes against existing literature stating that Generation X is quite price sensitive, however it is important to keep in mind that it is being compared to Generation Z, a younger generation.

Additionally, findings revealed that trends showed Generation Z's preference for Protein Claims and Generation X's stronger preference for Sugar Claims, suggesting areas for targeted marketing. Generation Z prioritizes aesthetic goals over long-term health and views protein as essential for achieving fitness objectives. Their observed preference for Functional and Protein Claims reflects this focus, aligning with existing literature that highlights their inclination toward high-protein diets and nutrient-dense foods that support their fitness and aesthetic priorities.

Conversely, Generation X emphasizes long-term health, favoring low-fat and low-sugar products, and tends to react negatively to statements emphasizing the benefits of protein. This is reflected in decreased purchase intentions for stimulus conveying protein claims and

increased purchase intentions for stimulus promoting sugar reduction. This behavior aligns with previous research suggesting that older generations prioritize long-term health over aesthetics. Their resistance to protein claims and preference for «light» products is also consistent with 1990s health narratives that focused on low-fat diets, as highlighted in existing literature.

Gender differences significantly moderated the relationship between nutritional claims and value perception. Women demonstrated greater responsiveness to such claims, especially sugar claims, likely because they are more sensitized to gender norms and societal pressures surrounding healthy eating and appearance, when compared to men. This aligns with literature indicating that women place greater value on health-related information and are particularly responsive to certain nutritional claims. However, it is important to note that research revealed that females often approach these claims critically, emphasizing the need for credibility and transparency in messaging.

In contrast, males, despite showing overall better trust in nutritional claims, exhibited lower purchase intentions for yogurts with claims compared to those without, with the exception of functional claims. This finding demonstrates that nutritional claims had the opposite effect on males as they did on females, as evidenced by statistically significant results. As observed in existing literature, men may be more driven by visual cues or prioritize other product attributes such as price, taste, or convenience. Their lower sensitivity to gender norms and societal expectations—possibly a contributing factor for females to respond more positively to these types of claims—may explain their reduced focus on healthy eating and subsequently lower purchase intentions, even when their trust in these claims is higher.

Chapter 5: Conclusions and Limitations

5.1 Main Findings & Conclusions

The results revealed that nutritional claims did not significantly influence purchase intention, suggesting that the type of nutritional claim is irrelevant if the ingredient associated with it does not resonate with the preferences and priorities of the target demographic. Nonetheless, yogurts with nutrient content claims were generally perceived more favorably than those with no claims, whereas functional claims resonated less, resulting in a lower mean purchase intention.

Generation X dietary motivations are centered on long-term health and disease prevention as well as weight management, which is aligned with this generation's preference for calorie control and "light" products. It is also important to note that the majority of respondents within this generation disagreed with the perceived benefits of protein. Indeed, generation X continues

to favor "light" products and weight management strategies. This reveals that while long-term health is their main priority, Generation X remains influenced by old narratives, prevalent during their formative years, which equate low-fat and low-sugar products with healthiness—a belief that persists despite modern understanding that many of these "light" products contain artificial additives to maintain flavor. In contrast, Generation Z prioritized physical appearance over long-term health. Muscle tone and overall fitness were identified as important indicators of beauty and health for this generation, which may explain their preference for high-protein options.

Regarding main sources for information on nutrition and health, Generation X demonstrated a stronger preference for traditional sources like doctors, nutritionists, and scientific research, while Generation Z showed a higher reliance on non-traditional sources such as social media influencers, reflecting their greater engagement with digital platforms. As for trust in nutritional claims, both generations revealed moderate levels of trust, although Generation Z presented slightly higher trust compared to Generation X. Nutritional information on food packaging was also highly valued by both generations, although Generation Z prioritized it slightly more than Generation X.

As mentioned, the moderation of generational differences in value perception was not statistically significant; however, the descriptive statistics evidenced some trends. Although this research did not explicitly aim to test price sensitivity across demographics, Generation X consistently reported higher purchase intention across most stimuli, including the control group, which could signal a lower price sensitivity compared to younger generations such as Generation Z., although this is not corroborated with existing literature. This was particularly evident for yogurts with sugar claims, particularly the claim about the nutrient content of sugar («Low in Sugar»). Generation Z displayed relatively consistent value perceptions across all stimuli, except for yogurts with Protein Claims, where they perceived a higher value than Generation X. Despite these trends, other factors may play a more substantial role in shaping consumer perceptions of nutritional claims.

As for gender, women placed greater importance on food labels and social media influencers than males, reflecting their emphasis on transparency. Family and friends were also key for females, but doctors and nutritionists remained the most trusted source. Men relied more heavily on doctors and nutritionists and placed higher value on scientific research compared to

women. Trust in nutrition claims was moderate however men exhibited greater trust than women. Women placed greater importance on nutritional transparency than men.

Additionally, women reported greater influence from gender-specific factors and societal expectations, compared to men, which suggests that they may be more exposed or sensitized to external pressures related to diet and health trends. Effectively, gender played a significant moderating role in the relationship between nutritional claims and value perception, with women responding more positively to these claims than men. Indeed, women consistently exhibited higher value perception for yogurts portraying nutritional claims, particularly Nutrient Content Claims and Sugar Claims, which suggests these aligned best with their dietary preferences. Men, on the other hand, reported a lower value perception for yogurts with nutritional claims, often favoring the yogurt in the control group without claims. Interestingly, while males demonstrated greater trust in nutritional claims, this trust did not translate into higher value perception. Conversely, females, despite expressing lower trust in nutritional claims, exhibited a higher value perception for yogurts with claims. This finding reinforces the role of societal pressures and gender norms in driving women's responsiveness to nutritional claims, both in terms of value perception and subsequent purchase intention.

5.2 Managerial/Academic Implications

From an academic perspective, this research contributes to the understanding of how generational and gender differences shape consumer responses to nutritional claims. For practitioners, it highlights the importance of considering demographic-specific motivators and preferences in targeting audiences effectively by aligning nutritional claims with consumer values and priorities.

The findings suggest that it is crucial to ensure that the ingredients associated with the nutritional claim resonate with the preferences of the target audience. If not, this can lead to decreased purchase intention compared to no claims at all. Thus, conducting thorough preliminary testing is essential to confirm this alignment. Furthermore, it's important that nutritional claims are part of a larger marketing approach incorporating visual packaging, consistent branding, and factors that build brand trust and loyalty to improve the effectiveness of the claims.

Messaging for Generation X should emphasize long-term health and well-being, leveraging their preference for "light" products, in order to resonate more effectively with this demographic.

Generation Z's openness to new health and fitness trends makes innovation a critical component of product messaging. Campaigns targeting this generation should highlight functional benefits tied to fitness and appearance, aligning with their health priorities and aesthetic goals, emphasizing the role of the product in supporting their aesthetic goals, while highlighting protein as a key ingredient. Promoting products through social media, especially by leveraging influencers, would be an effective strategy for this demographic.

Women's positive reactions to nutritional claims, especially sugar claims and "light" products create an opportunity for this industry. Social media was reported as a trusted source for females, although this may be somewhat biased due to the younger age group (Generation Z) encompassing a significant portion of the respondents. However, this strategy must be approached ethically, given the role societal pressures and gender norms reveal in shaping women's preferences.

For men, nutritional claims alone did not drive purchase intention and often negatively impacted their value perception. Campaigns targeting men should shift focus toward other factors such as taste, convenience, or performance.

On a professional level it was particularly interesting to observe how different demographics react as a whole to the same stimuli and be able to identify patterns in their behaviors. However, on a personal level and as a young woman, it was concerning to see the importance that younger individuals like myself attribute to physical appearance. The majority of Generation Z relies on social media as a trusted source. The overwhelming amount of information we are exposed to, especially through social media, amplifies this focus on fleeting aesthetic goals, by reinforcing unrealistic beauty standards and creating an environment of constant comparison. While beauty trends have always existed, social media has created an environment that feels especially overwhelming and challenging to navigate. Furthermore, this research stressed how much societal pressures and gender norms shape women's responses to nutritional claims, often compelling them to prioritize unrealistic beauty ideals. While this creates opportunities for the industry to exploit, it also highlights the ethical challenges associated with leveraging these pressures to drive sales. Moreover, the findings suggested that formative health narratives continue to influence older generations, as seen in their preference for "light" products. This was particularly interesting because Generation X stated that their primary concern is long-term health, yet their preference for low-fat and low-sugar products—which often do more harm than good due to artificial additives—reflects outdated beliefs ingrained during their formative

years, which personally served as a reminder to keep an open mind but most importantly critically evaluate trends instead of adopting them unquestioningly and ensure they are grounded in reliable information rather than transitory trends.

5.3 Limitations and Further Research

This study encountered a few challenges that shaped its findings and highlighted areas for improvement in future research.

One of the main limitations was difficulty in finding updated relevant literature. Much of the existing research addressed Generation Z as children, as they were when many studies were conducted. This posed challenges in gathering insights about their price sensitivity and other defining characteristics. Additionally, there was a lack of studies examining how the different generations perceive current trends, proving that health and beauty trends are constantly evolving, which highlights the necessity for ongoing research to capture and understand shifts in generational preferences and behaviors.

Secondly, the survey conducted to develop the stimuli had only 38 respondents, which is a small sample size. This raised the concern that, in the main survey, there could have been respondents who did not resonate with yogurt as part of their usual consumption habits, which could have impacted their responses, potentially skewing the results. It would have been helpful to include questions to assess if respondents consume yogurts for better accuracy.

On another note, since the research was limited to yogurts, the findings may not be applicable to other product categories. As the literature indicates, nutritional claims can have different effects depending on the product category. Thus, future research could explore the effects of nutritional claims across a broader range of product categories.

Thirdly, in stimuli development price sensitivity was not addressed. Thus, the price set in the stimuli may have been too high, particularly for younger respondents, potentially lowering their purchase intentions. Investigating price sensitivity across generations by testing different price points and exploring their impact on purchase intention could offer interesting insights.

Additionally, gathering respondents proved difficult, resulting in a sample that was somewhat biased. The majority of respondents were females from Generation Z. The overrepresentation of female respondents skews the results towards their preferences and perceptions and may underrepresent male perspectives, limiting the generalizability of the findings. Additionally, the larger proportion of Generation Z respondents may lead to skewed insights.

Finally, including a manipulation check question in the survey could've improved results accuracy by confirming that respondents clearly understood the stimuli.

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APPENDICES

Appendix 1

Survey Flow

Standard: Introduction (1 Question) Standard: Screening Question (1 Question)
BlockRandomizer: 2 - Evenly Present Elements
BlockRandomizer: 2 - Evenly Present Elements
Standard: Dietary Motivations and Healthy Eating perception (4 Questions) Standard: Diet Trends and Influence (2 Questions)
BlockRandomizer: 1 - Evenly Present Elements
Standard: Stimuli Control (No claim) (4 Questions) Standard: Stimuli Nutrient Content 1 (4 Questions) Standard: Stimuli Nutrient Content 2 (4 Questions) Standard: Stimuli Comparative Claim 1 (4 Questions) Standard: Stimuli Comparative Claim 2 (4 Questions) Standard: Stimuli Functional Claim 1 (4 Questions) Standard: Stimuli Functional Claim 2 (4 Questions)
Standard: Demographics (5 Questions) Standard: Generational and Gender Differences (2 Questions) Standard: Block 13 (1 Question)

Start of Block: Introduction

Dear Participant, This research study is being conducted as part of the thesis for the McS in Management with Specialization in Strategic Marketing. All data collected through this survey will be used solely for academic purposes within the scope of the MSc thesis. Analysis will concentrate on identifying trends and patterns across groups rather than individual responses. Your responses will remain completely anonymous. No personal identifying information will be collected, and results will be reported in aggregate form only, ensuring individual anonymity. Thank you for your time and valuable contribution to this research!

End of Block: Introduction

Start of Block: Screening Question

What is your birth year?

- 1946 or earlier (1)
- 1947-1964 (2)
- 1965-1980 (3)
- 1981-1996 (4)
- 1997-2012 (5)
- 2013 or later (6)

Skip To: End of Survey If What is your birth year? = 1946 or earlier
Skip To: End of Survey If What is your birth year? = 1947-1964
Skip To: End of Survey If What is your birth year? = 1981-1996
Skip To: End of Survey If What is your birth year? = 2013 or later

End of Block: Screening Question

Start of Block: Dietary Motivations and Healthy Eating perception

Rank how important each of the following factors is in motivating your diet or food choices

- _____ Health improvement (1)
- _____ Weight management (2)
- _____ Longevity and disease prevention (3)
- _____ Physical appearance (4)
- _____ Managing energy levels and focus (5)
- _____ Environmental/ethical reasons (6)

Page Break _____

Rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Improving physical fitness is a key factor in my dietary choices (1)					
Supporting mental health plays an important role in my dietary choices (2)					
Weight management plays an important role in my dietary choices (3)					
Increasing lifespan is a key factor in my dietary choices (4)					
Preventing specific health issues (e.g., heart disease, diabetes) plays an important role in my dietary choices (5)					
Maintaining energy and focus throughout the day plays an important role in my dietary choices (6)					

Page Break

How trustworthy do you find nutrition claims (e.g., "High in Protein," "low calorie") on packaged food products?

- 1 Not at all Trustworthy (1)
- 2 Slightly Trustworthy (2)
- 3 Moderately Trustworthy (3)
- 4 Very Trustworthy (4)
- 5 Extremely Trustworthy (5)

Page Break

How important is it to you to have access to detailed nutritional information on food packaging when making a purchase decision?

- Not at all important (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

End of Block: Dietary Motivations and Healthy Eating perception

Start of Block: Diet Trends and Influence

How much does social media (e.g., Instagram, TikTok) influence your food choices?

- Not at all (1)
- Slightly (2)
- Moderately (3)
- Significantly (4)
- Extremely (5)

Page Break

Which sources of information most influence your perception of healthy eating? (Please rank from most influence to least influence)

- _____ Family and Friends (1)
- _____ Doctors/Nutritionists (2)
- _____ Social Media Influencers (3)
- _____ News Outlets and Magazines (4)
- _____ Government Dietary Guidelines (5)
- _____ Scientific Research (6)
- _____ Food Labels (7)

End of Block: Diet Trends and Influence

Start of Block: Stimuli Control (No claim)

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

 Page Break _____

Page Break _____

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

 Page Break _____

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the

information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Control (No claim)

Start of Block: Stimuli Nutrient Content 1

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

 Page Break _____

 Page Break _____

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly

Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Nutrient Content 1

Start of Block: Stimuli Nutrient Content 2

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly

Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

Page Break

Page Break

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Nutrient Content 2

Start of Block: Stimuli Comparative Claim 1

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

Page Break

Page Break

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the

information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Comparative Claim 1

Start of Block: Stimuli Comparative Claim 2

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

Page Break

Page Break

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly

Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Comparative Claim 2

Start of Block: Stimuli Functional Claim 1

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—simply provide your personal response.

Page Break

Page Break

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers—just provide your personal response.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Functional Claim 1

Start of Block: Stimuli Functional Claim 2

In the following section, you'll see a series of yogurt products, each displaying different information. Assume that **each product costs 1.50€** per serving. After viewing each product, you will be asked to rate your agreement with statements presented. Use a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression

based on the information shown. There are no right or wrong answers— simply provide your personal response.

Page Break

Page Break

Please rate your agreement with the following statements regarding the likelihood of purchasing this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the image shown.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
I am likely to purchase this yogurt. (1)					
I would consider buying this yogurt the next time I go shopping. (2)					
I would recommend this yogurt to others. (3)					
I would choose this yogurt over other similar products. (4)					

Page Break

Please rate your agreement with the following statements regarding the value perception of this yogurt, using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree) to reflect your immediate impression based on the information shown. There are no right or wrong answers— simply provide your personal response.

	1	2	3	4	5
This yogurt offers good value for the price. (1)					
I believe this yogurt provides nutritional benefits that justify its cost. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt seems like a valuable choice based on its benefits. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This yogurt would be a beneficial addition to my diet. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Stimuli Functional Claim 2

Start of Block: Demographics

What is your gender?

- Male (1)
- Female (2)
- Other (3)

Page Break

Do you have any dietary restrictions?

- Yes (1)
- No (2)

Display This Question:

If Do you have any dietary restrictions? = Yes

Please specify your dietary restrictions (select all that apply)

- Lactose Intolerance (1)
- Celiac Disease (2)
- Allergies (3)
- Diabetic (4)
- Other (Please specify): (5)

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree (1)
- High school degree (2)
- Bachelor's degree (3)
- Graduate degree (e.g., Masters, PhD, M.D) (4)

Which of the following categories best describes your employment status?

Student (1)

Employed full time (2)

Unemployed (3)

Retired (4)

Disabled, not able to work (5)

Prefer not to disclose (6)

End of Block: Demographics

Start of Block: Generational and Gender Differences

Please rate your level of agreement with each statement on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). There are no right or wrong answers—simply reflect your own experience and perspective.

	Strongly Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
My diet goals or choices are influenced by gender-specific needs (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I feel that societal expectations for my gender influence my food choices (e.g., choosing low-calorie or high-protein foods) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender-focused marketing messages (e.g., “light” products for women, protein-packed products for men) affect my perception of what foods I should consume (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel pressured to follow “healthy eating” trends due to societal norms, social media (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your level of agreement with each statement on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). These statements are designed to understand how trends and values within your generation may impact views on diet, health, and physical appearance. There are no right or wrong answers—simply reflect your own experience and perspective.

Strongly Disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
--------------------------	--------------------------	---	-----------------------	-----------------------

I believe that what's considered "healthy" today is different from past definitions. (1)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Foods labeled "natural" or "organic" are generally healthier. (2)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I have a strong preference for foods with added health benefits (e.g., high-protein, probiotics, fortified foods). (3)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I have a strong preference for "light" products (e.g. low sugar, low fat). (4)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I prefer low-fat or fat-free versions of foods when trying to make healthier choices (5)

Calorie counting is an important part of maintaining a healthy diet for me (6)

I prefer foods with sugar substitutes over those with natural sugars to reduce calorie intake (7)

Growing up, there was a clear expectation to avoid certain foods (e.g., sugar, carbs, fats) due to health trends. (8)

I considers foods labeled "low-fat" or "low-calorie" to be healthier options. (9)

I think certain food groups, like carbs and fats, are less healthy than others (10)

Social media has increased pressure to eat in a way that supports physical appearance . (11)

I sometimes choose foods based on how I believe they will impact my physical appearance rather than their health benefits. (12)

Physical strength and muscle tone is an important part of attractiveness. (13)

Weight management is an essential factor in achieving an attractive appearance. (14)

I believe that a diet high in protein comes with a lot of health benefits. (15)

I consider foods that are low in sugar essential for a healthy diet. (16)

I prioritize foods that support gut health, like high-fiber or fermented foods. (17)

A high-protein diet is essential to support fitness or weight management goals. (18)

I often see foods with labels like "low-carb" or "keto-friendly" as part of a healthy diet. (19)

I'm open to trying various diets, such as vegan, flexitarian, paleo, or keto (20)

I tend to favor foods marketed as "natural" or "whole" over those with artificial ingredients (21)

High-fiber foods are important to me as part of a balanced, healthy diet. (22)

End of Block: Generational and Gender Differences

Start of Block: Block 13

For SurveyCircle users (www.surveycircle.com): The Survey Code is: ALH6-352Z-JPR6-MN7S For positivity users :https://app.positivity.com/#/?task_id=pd82f5931

Appendix 2

Model Summary

Model	R	R. Square	Adjusted R. Square	Std. Error of the Estimate
1	,086 ^a	,007	-.002	1,12298

a. Predictors: (Constant), NC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,952	1	,952	,755	,387 ^b
	Residual	128,632	102	1,261		
	Total	129,584	103			

a. Dependent Variable: PI

b. Predictors: (Constant), NC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,094	,162		19,087	<,001
	NC	,192	,221	,086	,869	,387

a. Dependent Variable: PI

Appendix 3

Model Summary

Model	R	R. Square	Adjusted R. Square	Std. Error of the Estimate
1	,139 ^a	,019	,006	,97065
2	,141 ^b	,020	,000	,97361

a. Predictors: (Constant), NC, Generations

b. Predictors: (Constant), NC, Generations, Int_NCC_Gen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,772	2	1,386	1,471	,233 ^b
	Residual	141,324	150	,942		
	Total	144,096	152			
2	Regression	2,856	3	,952	1,004	,393 ^c
	Residual	141,240	149	,948		
	Total	144,096	152			

a. Dependent Variable: VP

b. Predictors: (Constant), NC, Generations

c. Predictors: (Constant), NC, Generations, Int_NCC_Gen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,141	,152		20,611	<,001
	Generations	,203	,180	,092	1,132	,259
	NC	,239	,170	,114	1,406	,162
2	(Constant)	3,164	,172		18,384	<,001
	Generations	,133	,298	,060	,446	,657
	NC	,206	,203	,099	1,015	,312
	Int_NCC_Gen	,111	,374	,042	,298	,766

a. Dependent Variable: VP

Model Summary

Model	R	R. Square	Adjusted R. Square	Std. Error of the Estimate
1	,049 ^a	,002	-.010	1,04839
2	,051 ^b	,003	-.016	1,05149

a. Predictors: (Constant), Comparative Claims, Generations

b. Predictors: (Constant), Comparative Claims, Generations, Int_cc_Gen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error Estim
1	,025 ^a	,001	-,012	
2	,043 ^b	,002	-,017	

a. Predictors: (Constant), Functional Claims, Generations

b. Predictors: (Constant), Functional Claims, Generations, Int_FC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,094	2	,047	,049	,952 ^b
	Residual	152,048	160	,950		
	Total	152,142	162			
2	Regression	,288	3	,096	,100	,960 ^c
	Residual	151,854	159	,955		
	Total	152,142	162			

a. Dependent Variable: VP

b. Predictors: (Constant), Functional Claims, Generations

c. Predictors: (Constant), Functional Claims, Generations, Int_FC_Gen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,200	,152		20,999	<,001
	Generations	,024	,176	,011	,136	,892
	Functional Claims	-,045	,169	-,021	-,266	,790
2	(Constant)	3,164	,173		18,315	<,001
	Generations	,133	,299	,060	,444	,658
	Functional Claims	,004	,201	,002	,022	,982
	Int_FC_Gen	-,167	,370	-,063	-,450	,653

a. Dependent Variable: VP

Appendix 3b

VP	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Generation Z	89	3,1685	,97466	,10331	2,9632	3,3739	1,00	5,00
Generation X	26	3,1346	,90341	,17717	2,7697	3,4995	1,00	5,00
Total	115	3,1609	,95524	,08908	2,9844	3,3373	1,00	5,00

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,445	2	,222	,202	,817 ^b
	Residual	182,455	166	1,099		
	Total	182,900	168			
2	Regression	,472	3	,157	,142	,935 ^c
	Residual	182,428	165	1,106		
	Total	182,900	168			

a. Dependent Variable: VP

b. Predictors: (Constant), Comparative Claims, Generations

c. Predictors: (Constant), Comparative Claims, Generations, Int_cc_Gen

Tests of Homogeneity of Variances

VP		Levene Statistic	df1	df2	Sig.
		Based on Mean	,486	1	113
Based on Median	,636	1	113	,427	
Based on Median and with adjusted df	,636	1	112,939	,427	
Based on trimmed mean	,460	1	113	,499	

ANOVA

VP		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		,023	1	,023	,025	,874
Within Groups		104,001	113	,920		
Total		104,024	114			

ANOVA Effect Sizes^{a,b}

VP		Point Estimate	95% Confidence Interval	
			Lower	Upper
VP	Eta-squared	,000	,000	,028
	Epsilon-squared	-,009	-,009	,019
	Omega-squared Fixed-effect	-,009	-,009	,019
	Omega-squared Random-effect	-,009	-,009	,019

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Robust Tests of Equality of Means

VP	Statistic ^a	df1	df2	Sig.
Welch	,027	1	43,464	,869
Brown-Forsythe	,027	1	43,464	,869

a. Asymptotically F distributed.

Appendix 3c

VP	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Generation Z	81	3,3704	,93216	,10357	3,1643	3,5765	1,00	5,00
Generation X	24	3,6146	1,01879	,20796	3,1844	4,0448	1,75	5,00
Total	105	3,4262	,95319	,09302	3,2417	3,6107	1,00	5,00

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,178	,162		19,650	<,001
	Generations	,090	,171	,041	,527	,599
	Comparative Claims	-,063	,179	-,028	-,355	,723
2	(Constant)	3,164	,186		17,022	<,001
	Generations	,133	,322	,060	,413	,680
	Comparative Claims	-,044	,220	-,019	-,199	,842
	Int_cc_Gen	-,059	,381	-,024	-,156	,876

a. Dependent Variable: VP

Tests of Homogeneity of Variances

VP		Levene Statistic	df1	df2	Sig.
VP	Based on Mean	,529	1	103	,469
	Based on Median	,551	1	103	,460
	Based on Median and with adjusted df	,551	1	102,880	,460
	Based on trimmed mean	,535	1	103	,466

ANOVA

VP		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		1,104	1	1,104	1,218	,272
Within Groups		93,386	103	,907		
Total		94,490	104			

ANOVA Effect Sizes^{a,b}

VP		Point Estimate	95% Confidence Interval	
			Lower	Upper
VP	Eta-squared	,012	,000	,082
	Epsilon-squared	,002	-,010	,073
	Omega-squared Fixed-effect	,002	-,010	,073
	Omega-squared Random-effect	,002	-,010	,073

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Robust Tests of Equality of Means

VP	Statistic ^a	df1	df2	Sig.
Welch	1,105	1	35,203	,300
Brown-Forsythe	1,105	1	35,203	,300

a. Asymptotically F distributed.

Appendix 3d

Descriptives								
VP								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Generation Z	123	3,2520	,99718	,08991	3,0740	3,4300	1,00	5,00
Generation X	43	3,0872	,89290	,13617	2,8124	3,3620	1,00	5,00
Total	166	3,2093	,97129	,07539	3,0605	3,3582	1,00	5,00

Tests of Homogeneity of Variances

VP					
	Levene Statistic	df1	df2	Sig.	
Based on Mean	,686	1	164	,409	
Based on Median	,774	1	164	,380	
Based on Median and with adjusted df	,774	1	163,070	,380	
Based on trimmed mean	,709	1	164	,401	

ANOVA

VP					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,866	1	,866	,917	,340
Within Groups	154,797	164	,944		
Total	155,663	165			

Robust Tests of Equality of Means

VP				
	Statistic ^a	df1	df2	Sig.
Welch	1,020	1	81,290	,315
Brown-Forsythe	1,020	1	81,290	,315

a. Asymptotically F distributed.

Appendix 3e

Descriptives							
VP							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
Generation Z	128	3,1855	1,04535	,09240	3,0027	3,3684	1,00
Generation X	47	3,4734	,94586	,13797	3,1957	3,7511	1,00
Total	175	3,2639	1,02493	,07748	3,1099	3,4158	1,00

Tests of Homogeneity of Variances

VP					
	Levene Statistic	df1	df2	Sig.	
Based on Mean	,512	1	173	,473	
Based on Median	,440	1	173	,493	
Based on Median and with adjusted df	,440	1	170,728	,493	
Based on trimmed mean	,493	1	173	,473	

ANOVA

VP					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,849	1	2,849	2,739	
Within Groups	179,935	173	1,040		
Total	182,784	174			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
VP	Eta-squared	,016	,000	,070
	Epsilon-squared	,010	-,006	,064
	Omega-squared Fixed-effect	,010	-,006	,064
	Omega-squared Random-effect	,010	-,006	,064

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Robust Tests of Equality of Means

VP				
	Statistic ^a	df1	df2	Sig.
Welch	3,005	1	89,960	,086
Brown-Forsythe	3,005	1	89,960	,086

a. Asymptotically F distributed.

Appendix 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,188 ^a	,035	,970	,99713
2	,208 ^b	,043	,960	,99641

a. Predictors: (Constant), Nutritional Claims, Gender

b. Predictors: (Constant), Nutritional Claims, Gender, Int_NC_Gender

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,978	2	1,489	1,498	,225 ^b
	Residual	383,789	386	,994		
	Total	386,766	388			
2	Regression	4,525	3	1,508	1,519	,049 ^c
	Residual	382,241	385	,993		
	Total	386,766	388			

a. Dependent Variable: VP

b. Predictors: (Constant), Nutritional Claims, Gender

c. Predictors: (Constant), Nutritional Claims, Gender, Int_NC_Gender

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,287	,151		21,772	<,001
	Gender	-,179	,104	-,087	-1,721	,086
	Nutritional Claims	,017	,154	,006	,113	,910
2	(Constant)	3,139	,192		16,369	<,001
	Gender	,159	,290	,077	,548	,584
	Nutritional Claims	,184	,204	,061	,903	,367
	Int_NC_Gender	-,388	,311	-,183	-1,248	,042

a. Dependent Variable: VP

Appendix 5

Appendix 5a: Full Model Test for Nutrient Content Claims

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Model : 9

Y : PI

X : NC1

M : VP

W : GEN

Z : Gender_

Sample

Size: 153

OUTCOME VARIABLE:

VP

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1512	,0229	,9578	,6880	5,0000	147,0000	,6333

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,0946	,2132	14,5154	,0000	2,6733	3,5159
NC1	,2472	,2506	,9866	,3254	-,2480	,7424
GEN	,1328	,2997	,4432	,6583	-,4594	,7250
Int_1	,1175	,3765	,3120	,7555	-,6267	,8616
Gender_	,1587	,2848	,5574	,5781	-,4040	,7215
Int_2	-,0817	,3482	-,2346	,8148	-,7699	,6064

Product terms key:

Int_1 : NC1 x GEN
 Int_2 : NC1 x Gender_

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0006	,0973	1,0000	147,0000	,7555
X*Z	,0004	,0551	1,0000	147,0000	,8148
BOTH(X)	,0010	,0780	2,0000	147,0000	,9250

OUTCOME VARIABLE:

PI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,8071	,6515	,4614	140,1930	2,0000	150,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,0373	,2072	,1798	,8575	-,3722	,4467
NC1	-,1918	,1190	-1,6116	,1092	-,4269	,0434
VP	,9527	,0569	16,7442	,0000	,8403	1,0651

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,1918	,1190	-1,6116	,1092	-,4269	,0434

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

NC1 -> VP -> PI

GEN	Gender_	Effect	BootSE	BootLLCI	BootULCI
,0000	,0000	,2355	,2408	-,2216	,7269
,0000	1,0000	,1577	,2667	-,3508	,6905
1,0000	,0000	,3474	,3803	-,3817	1,1238
1,0000	1,0000	,2696	,3337	-,3824	,9406

Indices of partial moderated mediation:

Index	BootSE	BootLLCI	BootULCI
GEN	,1119	,3721	-,6196 ,8568
Gender_	-,0778	,3243	-,7431 ,5403

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

Appendix 5b: Full Model Test for Comparative Claims

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Model : 9

Y : PI

X : CC

M : VP

W : GEN

Z : Gender_

Sample

Size: 169

OUTCOME VARIABLE:

VP

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1222	,0149	1,1053	,4940	5,0000	163,0000	,7804

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,0946	,2290	13,5122	,0000	2,6424	3,5469
CC	,1182	,2663	,4438	,6577	-,4076	,6440
GEN	,1328	,3219	,4126	,6805	-,5028	,7685
Int_1	-,0583	,3807	-,1531	,8785	-,8099	,6934
Gender_	,1587	,3059	,5189	,6045	-,4453	,7628
Int_2	-,4261	,3659	-1,1647	,2459	-1,1487	,2964

Product terms key:

Int_1 : CC x GEN
Int_2 : CC x Gender_

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0001	,0234	1,0000	163,0000	,8785
X*Z	,0082	1,3564	1,0000	163,0000	,2459
BOTH(X)	,0083	,6902	2,0000	163,0000	,5030

OUTCOME VARIABLE:

PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,8794	,7733	,2785	283,0914	2,0000	166,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1142	,1466	,7787	,4373	-,1753	,4036
CC	,0129	,0901	,1436	,8860	-,1649	,1907
VP	,9287	,0390	23,7891	,0000	,8516	1,0058

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
,0129	,0901	,1436	,8860	-,1649	,1907

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

CC -> VP -> PI

GEN	Gender_	Effect	BootSE	BootLLCI	BootULCI
,0000	,0000	,1098	,2481	-,3809	,5966
,0000	1,0000	-,2860	,2878	-,8422	,2900
1,0000	,0000	,0556	,3453	-,6005	,7579
1,0000	1,0000	-,3401	,2983	-,9065	,2558

Indices of partial moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
GEN	-,0541	,3510	-,7336	,6471
Gender_	-,3958	,3329	-1,0555	,2733

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

Appendix 5c: Full Model Test for Functional Claims

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Model : 9

Y : PI

X : FC

M : VP

W : GEN

Z : Gender_

Sample

Size: 163

OUTCOME VARIABLE:

VP

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1920	,0369	,9333	1,2018	5,0000	157,0000	,3108

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,0946	,2105	14,7046	,0000	2,6789	3,5103
FC	,2544	,2466	1,0314	,3039	-,2328	,7415
GEN	,1328	,2958	,4490	,6541	-,4515	,7171
Int_1	-,1684	,3659	-,4602	,6460	-,8911	,5543
Gender_	,1587	,2811	,5647	,5731	-,3965	,7139
Int_2	-,5814	,3350	-1,7356	,0846	-1,2430	,0802

Product terms key:

Int_1 : FC x GEN
Int_2 : FC x Gender_

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0013	,2118	1,0000	157,0000	,6460
X*Z	,0185	3,0124	1,0000	157,0000	,0846
BOTH(X)	,0198	1,6112	2,0000	157,0000	,2029

Focal predict: FC (X)
Mod var: GEN (W)
Mod var: Gender_ (Z)

Conditional effects of the focal predictor at values of the moderator(s):

GEN	Gender_	Effect	se	t	p	LLCI	ULCI
,0000	,0000	,2544	,2466	1,0314	,3039	-,2328	,7415
,0000	1,0000	-,3270	,2749	-1,1897	,2360	-,8699	,2159
1,0000	,0000	,0860	,3396	,2533	,8004	-,5847	,7567
1,0000	1,0000	-,4954	,3609	-1,3725	,1719	-1,2083	,2175

OUTCOME VARIABLE:

PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,7927	,6284	,4622	135,3107	2,0000	160,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1890	,2023	,9346	,3514	-,2104	,5885
FC	-,0703	,1169	-,6020	,5480	-,3011	,1604
VP	,9054	,0551	16,4220	,0000	,7965	1,0142

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,0703	,1169	-,6020	,5480	-,3011	,1604

Conditional indirect effects of X on Y:

INDIRECT EFFECT:

FC -> VP -> PI

GEN	Gender_	Effect	BootSE	BootLLCI	BootULCI
,0000	,0000	,2303	,2409	-,2284	,7145
,0000	1,0000	-,2961	,2454	-,7827	,1743
1,0000	,0000	,0779	,3625	-,6125	,7938
1,0000	1,0000	-,4485	,2811	-,9947	,1061

Indices of partial moderated mediation:

Index	BootSE	BootLLCI	BootULCI	
GEN	-,1524	,3469	-,8310	,5333
Gender_	-,5264	,3077	-,1568	,0635

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----