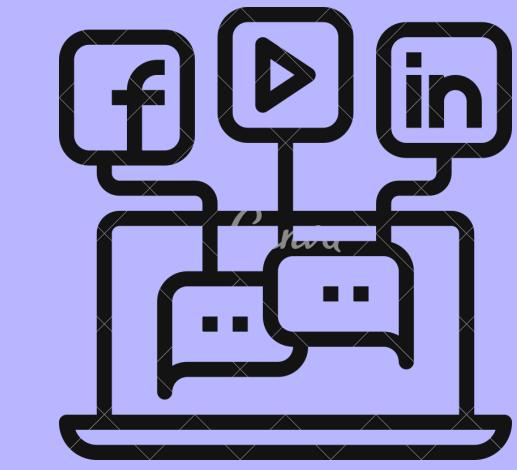


## BACKGROUND

There is a **need to further explore point of purchase marketing strategies** and **opinion leaders advertisement** on food products to determine which combination is the most appropriate **to promote the healthy perception of a food product**.

## METHODOLOGY



1. Community-based adults recruited via **social media and messaging apps**.
2. Participants answered **survey**: "What is your opinion on snack products Marketing?"

## MAIN FINDINGS

A product's **price and price-quality ratio** are two of the most influencing factors when purchasing a snack.

Participants with **weight dissatisfaction** believed additional nutritional information like "**low fat**" or "**light**" were **indicators of healthiness**.

**Green packaging and labels** correlate to a healthy product according to respondents.

People will have a more **positive attitude towards a healthy food** product when advertised by an **opinion leader with whom they can relate to**.

**Product placement** within a supermarket can **affect customers' purchase decisions** and **combined** with other POP could **lead to a mistaken healthiness perception**.

There is a **need for government policies** to limit marketing strategies, in order to **avoid misleading consumers' opinion** of a product as healthy when it's not.

## RESEARCH QUESTIONS

**RQ1.** What point of purchase marketing strategies influence the customer when buying a snack?

**RQ2.** Which point of purchase marketing strategies influence the perception of a snack as being healthy or not?

**RQ3.** How can opinion leaders influence the healthiness perception of a snack?

# IDENTIFICATION OF MARKETING STRATEGIES INFLUENCING THE PERCEPTION OF HEALTHY FOOD PRODUCTS AND TRIGGERING CONSUMERS' PURCHASING DECISION

31st of May 2021

Maria Miquel

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## PARTICIPANTS

33.2% Males  
66.2% Females  
0.8% Non-binary

Mean age=22.35±2.57 years old

