

# The influence of time, effort, and brand on perception of a convenience product healthfulness

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Cite as:

Awdziej Marcin, Tkaczyk Jolanta, Włodarek Dariusz, Piotrowska Katarzyna (2019), The influence of time, effort, and brand on perception of a convenience product healthfulness. *Proceedings of the European Marketing Academy*, 48th, (9071)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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## **Abstract**

Convenience food market is steadily growing, providing time- hungry consumers with products saving their time and effort. At the same time, consumers became more health conscious and these benefits may affect how they perceive healthfulness of convenience foods. This paper presents results of a quasi – experimental field study that aimed to investigate the relationships between time and effort required to prepare convenience food product and consumers' perception of its healthfulness. Additionally, brand – related factors were investigated. The results indicate that only subjective time affects perception of healthfulness. Products requiring less effort were perceived to be healthier. Brand familiarity was found to positively influence perception of product's healthfulness. Perceived product healthfulness may be an important driver of convenience food consumption, as it was found to positively influence purchase intent.

**Keywords:** *time; effort; perceived healthfulness*

**Track:** Consumer Behaviour