

Marketing instruments for promoting healthy food products – a mixed-method approach

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Acknowledgements:

This research was funded by the National Science Centre, Poland, Opus grants no. 2015/17/B/HS4/00253 and 2023/49/B/HS5/00127.

Cite as:

BRYŁA PAWEŁ (2025), Marketing instruments for promoting healthy food products – a mixed-method approach. *Proceedings of the European Marketing Academy*, 54th, (124941)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract:

As nutrition strongly affects health, it is crucial to improve the effectiveness of health-related information in food marketing to promote healthy food choices. A survey was conducted among 1051 consumers. The sample was representative, taking into account the structure of the general population according to gender, age, level of education, place of residence (urban-rural division) and region. In a multiple regression model, importance attached to health claims and nutrition claims by consumers is positively associated with the perceived credibility of labels, concern for the environment, understandability of labels, communicating above-average quality and suitability for a diet, being a woman, buying functional foods, being concerned about the reliability of claims, and reading back-of-pack labels at home. On the basis of in-depth interviews with company managers and Internet content analysis, over 100 good practices in the area of healthy food marketing were identified.

Keywords: healthy food products, health-related information, labeling

Track: Product and Brand Management