

Does social marketing lead to healthy eating? Exploring potential moderators of the link between watching social marketing campaigns and diet quality index

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Abstract

This study investigates whether social marketing campaigns promote healthy eating, exploring moderating roles of consumer characteristics and the mediating role of nutrition knowledge. A survey of a representative Polish sample (N=2044) measured diet quality, campaign exposure, demographics, socio-economic status, Schwartz values, and food choice criteria. Results confirm a positive link between seeing and positively evaluating campaigns and a higher Diet Quality Index. This relationship was not moderated by demographic or socio-economic factors, but was moderated by the Schwartz value 'tradition' and the food choice criterion 'mood'. Nutrition knowledge mediated the relationship. Conclusions highlight that social marketing can improve diet quality, with its effectiveness influenced by specific values and motives, and enhanced by increasing nutrition knowledge.

Track: Public Sector and Non-Profit Marketing