



# How Promotion-focused vs. Prevention-focused Function Claims Impact Consumer Purchase Intention: The Moderate Effect of Nutrition Knowledge

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**Abstract:** Prior research has provided few details on the relationship between statements of function claims and consumer purchase intention. This article investigates the role of function claims by categorizing function claims into two types from the motivational goal perspective-i.e., promotion-focused function claims and prevention-focused function claims. Furthermore, it exploits the moderate influence of consumer nutrition knowledge based on the elaboration likelihood model.

We used two studies to investigate how consumers respond to promotion-focused vs. prevention-focused function claims. In particular, our study simulated shopping scenarios and measured each individual's knowledge level on nutrition information. Study 1 tested the effect of function claims on consumer purchase intention, while study 2 examined the effects of promotion-focused and prevention-focused function claims on consumer purchase intention.

We found ① function claims have a positive influence on consumer purchase intention, ② nutrition knowledge can enhance the effect of function claims on purchase intention, ③ promotion-focused function claims lead to higher purchase intention than prevention-focused function claims in food purchase, ④ nutrition knowledge consumer have increase higher purchase intention when they are towards promotion-focused function claims than towards prevention-focused function claims.

Theoretical and managerial implications of the findings are also discussed. Manufacturers should present more promotion-focused function claims to consumers. Moreover, the claims presented on a package could reduce confusion and enhance purchase decisions that is more favorable. Furthermore, government and companies should form a collaboration that actively promote nutrition knowledge information through social media to expand health education and convey nutrition knowledge to consumers.

**Keywords:** consumer purchase intention; promotion-focused function claims; prevention-focused function claims; nutrition knowledge

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## Introduction

As the materialistic, financial and social qualities of life for Chinese consumers have become higher, their demands in connection with healthy lifestyle are increasing through the large purchases of food and beverages<sup>[1]</sup>. To offer more standardized information to consumers and decrease information asymmetry in the market, the Chinese government enforced pre-packaged food nutrition labeling regulations in 2013, which include a nutrition table and statements on foodstuffs' claims.

Statements relating to nutrition are becoming essential for food and beverage product marketing<sup>[2]</sup>. The U. S. Food and Drug Administration (FDA) requires that claims for nutritional benefits have the needs to follow strict rules: some highlight nutrient contents while others stress a healthy function. Nutritional claims<sup>[3]</sup> often use terms such as "free", "low", or "reduced", to describe the amount of fat, sugar, or sodium, whereas function claims describe the role of a particular nutrient or dietary ingredient in the normal structure or function of the human body—e.g., calcium builds strong bones<sup>[4-5]</sup>. Consumers consider foods with claims as "credence goods"<sup>[6]</sup>. Claims influence dietary behaviors and food information process<sup>[7]</sup>. Prior studies suggest that nutrition information has had a mixed influence on consumer purchases<sup>[8]</sup>.

Given literatures' divergent views on the effect of claims on consumer choice decisions, it is important to identify and understand the conditions under which function claims have beneficial or adverse consequences. The current research aims to address these contrasting conclusions by examining the issue from the motivational goal perspective. Specifically, function claims comprise two different types of wording: claims that reflect a promotion-focused message (e.g., calcium can promote the development of bones and teeth) to emphasize the achievement of a positive outcome. The other function claim reflects a prevention-focused message (e.g., an inadequate intake of calcium will weaken the development of bones and teeth) that stresses the avoidance of a negative outcome<sup>[9]</sup>. In this research, we explore the type of claim that is more persuasive to consumers. In doing so, we link the persuasiveness of promotion-focused claim and prevention-focused function claim of nutrient labeling to consumer purchase intention.

The research contributes to the literatures of regulatory fit and nutrient labeling. We suggest that the fit effect is persuasive when promotion-focused function claims are used<sup>[10]</sup>. Given consumer heterogeneity, we introduce nutrition knowledge as a moderator that influences the relationship between claims and consumer purchase intention. The researchers recommend that market regulators undertake universal nutritional education to promote sound development of the food industry. For food manufacturers, the in-

roduction of nutrition information can obtain price premium and market competitiveness. Therefore, function claims are strong marketing incentives if consumers are willing to purchase such products.

## 1 Literature Review

A great deal of marketing research has focused on consumer responses to nutrition labeling<sup>[11]</sup>. Research on the provision of additional product information has included the impact on consumer beliefs concerning products, indicating that nutrition labeling has a positive impact on consumer beliefs on product quality<sup>[12]</sup>. Literature divided the demand levels into different types, and found that there is a positive relationship between nutrition labeling and high demand levels of consumers<sup>[13]</sup>. Moreover, previous study in nutrition labeling suggests that the internal mechanism of nutrition labeling affects consumer motivation<sup>[14]</sup>. The variation of consumer responses is from the consumer heterogeneity such as motivation<sup>[15]</sup>, level of education and product types<sup>[16]</sup>.

Apart from the large literature that investigates the correlation between nutritional labeling and consumer response, researches have also assessed nutrition claims. Researchers found that not all products were marked with claims, and the claims vary for presenting position on products package<sup>[17-18]</sup>. TANGARI et al.<sup>[19]</sup> indicated that most of the literature has explored the influence of claims on consumer cognition. Many scholars<sup>[20-21]</sup> stated that consumers believe that products with claims are healthier, and they are more likely to choose such products. In addition, some studies have shown that claims influence final price of food, and established the potential price premium associated with the format and wording of claims<sup>[22-23]</sup>.

With regard to the influence of nutrition information on consumer choice, it appears that consumer nutrition knowledge can affect their decisions<sup>[24]</sup>. Knowledge can improve consumer's understanding and attention and increase the quality of consumer purchase decision<sup>[25-26]</sup>. Nutrition knowledge influences the use of labels in three ways: firstly, it increases consumers' attention on important information; secondly, it enhances consumers' understanding of nutrition labels, and thirdly it enhances consumers' memory of food efficacy<sup>[27]</sup>.

Although consumers are seen to favor the simplification of claims, there is yet no conclusive evidences as to which type of claim wordings will improve purchase intention. As the regulatory focus theory suggests<sup>[9,28-29]</sup>, we set the persuasiveness of claims framework. Furthermore, as the influence of consumer nutrition knowledge has been an important contributor to these findings, we introduce nutrition knowledge as a moderator according to the elaboration likelihood model<sup>[30-31]</sup>.

## 2 Theoretical Background and Hypotheses

### 2.1 Function Claims and Consumer Purchase Intention

Consumers try to collect information about food products in order to make an informed decision with lower purchase risk. Such information includes odor, color, safety certification, and retailer brand reputation<sup>[32]</sup>. Among these, a product's nutrition information has a significant impact on their purchase decision<sup>[33-34]</sup>.

Multiple sources exist for consumers to gain nutrition information, such as nutrition labels and advertisements, medical and nutrition experts. Among these options, nutrition labels are the most direct source for consumers<sup>[35]</sup>. According to the International Food Information Council Foundation, over half of consumers will use the nutrition facts panel, most commonly when purchasing a product for the first time. Moreover, consumers perceive claims as being potentially useful and want to be informed about such benefits<sup>[36]</sup>. These findings indicate that claims can be useful for improving consumers' information level to make evidence-based purchases.

In addition, signaling theory posits that a firm's observable attributes can serve as a signal of quality in the context of the information asymmetry<sup>[37]</sup>. Consumers might infer that sellers tend to use presentation of nutrition information as a way to increase public awareness of product quality<sup>[38]</sup>. Function claims show the role of a nutrient or dietary ingredient to consumers, which is useful for improving the information level. Therefore, the function claims existence can imply superiority in the quality of food. Thereafter, we predict:

H<sub>1</sub> Function-claims existence has a positive impact on consumer purchase intention.

### 2.2 Promotion-focused Versus Prevention-focused Function Claims and Consumer Purchase Intention

Regulatory focus theory<sup>[9]</sup> suggests that when making a purchase decision, consumers will display one of two modes of motivation and self-regulation: a promotion-focused or a prevention-focused orientation. Individuals with a promotion-focused inclination are likely to favor the positive outcomes that improve the current quality of life. In contrast, individuals with a prevention-focused inclination are likely to emphasize vigilance and protection from negative outcomes.

According to regulatory focus theory, researchers have suggested that the messages delivered in advertisements can vary in consumers' regulatory focus<sup>[39]</sup>. Promotion-focused messages use arguments about positive consequences, but prevention-focused messages are those that feature arguments about negative consequence for the individual<sup>[40]</sup>. In our study, the author examines the persuasiveness of claims frames in the context of consumer food purchase.

Regulatory fit states that messages will be more persua-

sive when the regulatory focus of the message matches the ongoing goal orientation of the person<sup>[12]</sup>. Individual is more confident in message-based evaluative judgments when there is a regulatory fit<sup>[41]</sup>. In other words, promotion-focused messages are more likely to persuade an individual who is seeking gains to improve the life satisfaction. Conversely, prevention-focused messages will likely persuade people who are motivated to avoid detriments. These propositions suggest that promotion-focused messages will be more persuasive than prevention-focused messages when a consumer faces an acquisition task.

Individuals that focus on a positive end-state are less likely to feel at risk in their environment and are more likely to process disparate information for relational and creative behavior. Following similar logic, consumers with promotion focus will perceive less risk and be more willing to buy products<sup>[42-43]</sup>. Research has shown that context can induce regulatory focus<sup>[12]</sup>. KARK et al.<sup>[44]</sup> found that managers could guide employees to focus on either promotion or prevention, thus affecting subordinates' cognitive strategies, emotional experiences, and decisions.

Consumers buy and eat food to replenish energy and/or obtain nourishment. Such activities, that are to improve their physical state, are mainly acquisitive, which is different from the purchase of drugs. Therefore, the promotion-focused message is more relevant when consumers purchase food products. In addition, promotion-focused messages may induce consumers to form a promotion focus, which reduces their perception of risk during their purchase task. Based on these two premises, we hypothesize:

H<sub>2</sub> In food purchases, promotion-focused function claims will lead to a higher purchase intention than prevention-focused function claims.

### 2.3 Moderating Effect of Nutrition Knowledge

In 1986, POIESZ et al.<sup>[45]</sup> proposed their elaboration likelihood model (ELM). This theory suggests that characteristics of a message influence an individual's formation of attitude and thus his or her behavior. The ELM illustrates that people process communication through two different ways: a central route and a peripheral route. Generally, the central route refers to a controlled, deep, and systematic mode of reasoning, while the peripheral route refers to an automatic, heuristic, and superficial way of thinking.

The ELM explains these two routes in an overarching view, and it acknowledges that both routes could be affected by certain factors, with the most important being motivation and ability. Motivation have a significant impact on the evaluation of the message. Subjects that displayed a higher motivational level were also closer to the ELM central route, while the peripheral route characterized subjects by a lower motivational level. Similar to motivation, the trait of ability generates different elaboration degrees when a mes-

sage was processed in the same way. Research suggests that a central ELM route is associated with higher involvement and issue relevancy, while a lower degree of involvement and issue relevancy are attributed to a peripheral ELM route. There are numerous factors affecting motivation and ability. For example, the level of consumer knowledge is a very critical factor. Product-oriented knowledge will influence the collection of internal and external clues, and affect a consumer's information processing and decision making<sup>[46]</sup>. Thus, individual with abundant knowledge will generate more ideas-related information than individual without rich knowledge generates, thus tend to form an attitude for a central route. That is, knowledge may help consumers to understand product information and form a positive consideration.

The level of consumer nutrition knowledge could affect the motivation and ability to analyze information during information processing. Specifically, the more knowledge consumers have regarding nutrition, the more inclined they are to use the central route to process information. In addition, claims on product packaging that are important product information also occupy a significant position. Consumers following the central route will focus on claims and consider product information more positively. This leads to the following set of hypotheses:

H<sub>3</sub> Nutrition knowledge consumers have increase purchase intention to products with function claims.

Researchers<sup>[47]</sup> were concerned that the process by which information formats affect consumer attitudes is regulated by their own nutrition knowledge, and this causes consumers to have a higher purchase intention. In the light of fact that there is a match between claims and risk, we suppose that claims are regarded as the dominant quality of a product. What is more, the higher dominant quality consumers perceive the lower risk they will perceive. Thus, this will increase promotion focus in accordance with reducing prevention focus<sup>[48]</sup>.

Accordingly, consumers with more nutrition knowledge have greater ability to develop a comprehensive understanding of claims in comparison to others, which enhance the dominant quality and reduces risk perception. Consequently, consumers will perceive a lower risk and form a promotion focus. Therefore, individuals have more favorable attitude towards promotion-focused function claims than towards prevention-focused function claims. In line with previous research, we predict:

H<sub>4</sub> Nutrition knowledge consumer have increase higher purchase intention when they are towards promotion-focused function claims than towards prevention-focused function claims.

Figure 1 shows the theoretical model of function claim existence and frames impacts on purchase intention.

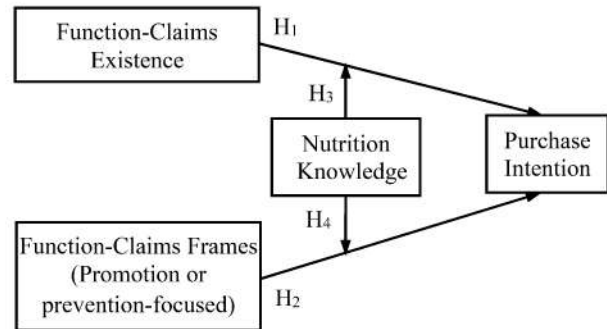


Figure 1 Theoretical Model

图 1 理论模型

### 3 Method

#### 3.1 Overview of Studies

This paper reports two studies that are designed to test the hypotheses. Study 1 examines H<sub>1</sub> and H<sub>3</sub>, while and Study 2 examines H<sub>2</sub> and H<sub>4</sub>. Specifically, function claims are in two classes: promotion-focused function claims and prevention-focused function claims. Study 1 was conducted between September and October 2016 and study 2 was conducted between September and October 2016.

We conducted a preliminary test to modify the nutrition knowledge scale. We have chosen milk powder as the experimental product because consumers were very concerned about nutritional components when they made the purchase.

#### 3.2 Study Design

We designed two scenarios in which function claim was the only difference: consumers went to a supermarket to buy milk powder that was identical in prices, brand, taste, production date, shelf life, origin, and supplementary properties. Two versions of milk powder were designed for the experiment conditions: function claims: exist vs. not exist.

Scenario A: The milk powder is marked with a nutrition facts panel but no function claims.

Scenario B: The milk powder is marked with a nutrition facts panel and function claims, that is, vitamin A helps to maintain healthy skin and mucous membranes.

To investigate how function claim frames influence consumer purchase intention, the function claims stimuli vary in regulatory focus; that is, promotion-focused function claims and prevention-focused function claims.

Scenario C: The milk powder is marked with a nutrition facts panel and promotion-focused function claims in an obvious location. For example, "calcium is the main component in the development of bones and teeth, so make sure you have enough calcium".

Scenario D: The milk powder is marked with a nutrition facts panel and prevention-focused function claims in

an obvious location. For example, “calcium is the main component of bones and teeth. An inadequate intake of calcium will weaken the development of bones and teeth, so you make sure you have enough calcium”.

Additionally, we used a scale developed by BERKOWITZ et al.<sup>[49]</sup> to assess participants' purchase intention while they were exploring the items using a seven-point scale, 1 = not at all, and 7 = a lot. Appendix 1. Moreover, based on nutrition knowledge scale<sup>[50]</sup>, we designed a new scale (Appendix 2). Then we tested the reliability and validity of the nutrition knowledge scale. The results from the Cronbach's Alpha were significant,  $\alpha = 0.871$ , indicating that the reliability of the scale was significant.

### 3.3 Procedure

#### 3.3.1 Study 1

Three hundred-thirty people were randomly selected through online recruitment as the initial stage of the study. We divided the experimental scenarios into two types (A and B), and designed two questionnaires according to each scenario. Participants were randomly assigned to two scenarios (function claims: exist vs. not exist). They read the corresponding experiment scene carefully and completed questions. Finally, we collected the demographics information of participants.

#### 3.3.2 Study 2

The participants in scenarios B in Study 1 then continued to Study 2. We divided the experimental scenarios into two types: C and D, in accordance with promotion-focused function claims and prevention-focused function claims. Participants were randomly assigned to one of the two groups, they were asked to read the corresponding experiment information carefully and complete questions.

## 4 Results

### 4.1 Study 1

#### 4.1.1 Sample characterization

We obtained 315 results that are statistically meaningful from 330 questionnaires in Study 1 (the number of participants for each scenario includes scenario A = 160, scenario B = 155). According to the results of the sample description in Table 1, participants' individual characteristics were balanced.

#### 4.1.2 The impact of function claims on purchase intention

In our experiment, groups A did not have function claims while groups B did have function claims. Through the variance analysis, we found that consumer purchase intention ( $M = 5.300$ ) in the function claims groups ( $n = 155$ ) was significantly higher than consumer purchase intention ( $M = 4.900$ ) in the non-function claims groups ( $n = 160$ ,  $F = 6.513$ ,  $p < 0.010$ ), indicating that the function claims had a positive influence on consumer purchase intention, thus verifying  $H_1$ .

Table 1 Sample Characteristics (Study 1)

表1 样本特征(实验1)

Statistical Characters		SCNR A/%	SCNR B/%
Gender	Male	42.371	46.342
	Female	57.629	53.658
Age	Under 18	0	1.211
	18 ~ 30	80.259	74.389
	31 ~ 40	18.411	18.285
	41 ~ 50	1.330	3.655
	51 above	0	2.460
Education	Junior school & below	7.795	7.692
	College	48.055	48.332
	Master & above	44.150	43.976
Consumption (per month)	1 000 & below	27.632	30.491
	1 000 ~ 2 500	40.798	30.491
	2 501 ~ 5 000	15.785	9.759
	Over 5 000	15.785	29.259

#### 4.1.3 The moderating effect of nutrition knowledge

As nutrition knowledge is a continuous variable, we therefore performed a hierarchical regression as Function (1) in the following equation:

$$Y = \alpha X + \beta M + \eta XM + \gamma e + \varepsilon \quad (1)$$

The dependent variables are consumer purchase intention ( $Y$ ), and in study 1,  $X_1$  is dummy variable for the existence of function claims (when no function claims,  $X_1 = 0$ , otherwise  $X_1 = 1$ ). In study 2,  $X_2$  is dummy variable for claim frames (when function claim is promotion-focused expression,  $X_2 = 0$ , otherwise  $X_2 = 1$ ). The moderator variable ( $M$ ) is nutrition knowledge the subjects have, the control variables are gender ( $Gender$ ), age ( $Age$ ), education ( $Edu$ ), and monthly consumption ( $Con$ ),  $\varepsilon$  is error term.

The results (Table 2) suggest that models have a favorable fit with a highly significant likelihood ration ( $p < 0.010$ ) and adjusted  $R^2$  value (0.316 and 0.332), moreover, no multicollinearity exists within variables. To explore  $H_3$ , we examined the  $R^2$  changes in the models. Compared with that of Model 1, the  $R^2$  of Model 2 was significantly improved ( $Sig. F Change = 0$ ), which indicated that interactive variables had a certain rationality and explanatory power. Specifically, the interaction effect of nutrition knowledge and the existence of function claims on purchase intention ( $M \cdot X_1$ ) is significant ( $p < 0.050$ ), which can change the influence of function claims on purchase intention. In addition, nutrition knowledge can enhance the effect of function claims on the purchase intention ( $\eta = 0.048 > 0$ ), thus indicating the validity of  $H_3$ .

**Table 2 Results for Regression Analysis (1)**  
**表 2 回归分析结果 (1)**

Independent variable; consumer purchase intention	Milk Powder	
	Model 1	Model 2
<i>Constant</i>	5.453***	4.417***
$X_1$	0.430***	0.380***
<i>Gender</i>	0.178	0.155
<i>Age</i>	-0.078	-0.065
<i>Edu</i>	-0.059	-0.040
<i>Con</i>	0.086*	0.077*
<i>M</i>	-0.055	-0.022
$M \cdot X_1$		0.048*
$R^2$	0.335	0.357
<i>Adjusted-R<sup>2</sup></i>	0.316	0.332
<i>F</i>	5.789	6.328
<i>Sig.</i>	0	0

Note: \* $p < 0.050$ , \*\*\* $p < 0.001$ , the same below.

## 4.2 Study 2

### 4.2.1 The influence of function claim frames on purchase intention

As shown in Table 3, we obtained 152 validated questionnaires out of 155 in Study 2 (the number of participants for each scenario includes scenario  $C = 76$ , scenario  $D = 76$ ). The variance analysis in purchase intention with the two types of claims shows that consumer purchase intention ( $M = 5.290$ ) in the promotion-focused function claims groups ( $n = 76$ ) was significantly higher than consumer purchase intention ( $M = 4.120$ ) in the prevention-focused function claims groups ( $n = 76$ ,  $F = 7.107$ ,  $p < 0.010$ ). Specifically, promotion-focused function claims would lead to higher purchase intention than prevention-focused function claims in food purchases, thus indicating the validity of  $H_2$ .

### 4.2.2 The moderating effect of nutrition knowledge

As in Study 1, we performed hierarchical regression to analyze the moderator effect of nutrition knowledge. The results in Table 4 showed that models have a favorable fit with a highly significant likelihood ratio ( $p < 0.010$ ) and adjusted  $R^2$  value (0.401 and 0.419), moreover, there is no multicollinearity within variables. To explore  $H_4$ , we examined the  $R^2$  changes in the models. Compared with that of Model 3, the  $R^2$  of Model 4 was significantly improved ( $Sig. F Change = 0$ ), which indicated that interactive variables had a certain rationality and explanatory power. Specifically, the interaction effect between nutrition knowl-

edge and claim frames on purchase intention ( $M \cdot X_2$ ) is significant ( $p < 0.001$ ). Specifically, changes in nutrition knowledge will influence the effect of claim frames on purchase intention. In addition, nutrition knowledge plays a positive role that is same as the moderator ( $\eta = 0.202 > 0$ ), thus indicating the validity of  $H_4$ .

**Table 3 Sample Characteristics (Study 2)**  
**表 3 样本特征 (实验 2)**

Statistical Characters		SCNR C/%	SCNR D/%
Gender	Male	46.342	41.254
	Female	53.658	58.746
Age	Under 18	1.225	1.257
	18 ~ 30	74.386	72.511
	31 ~ 40	18.285	18.754
	41 ~ 50	3.659	5.000
	51 above	2.445	2.478
Education	Junior and below	7.693	5.133
	College	47.429	52.556
	Master & above	44.878	42.311
Consumption (per month)	1 000 & below	30.492	30.486
	1 000 ~ 2 500	24.388	24.386
	2 501 ~ 5 000	30.485	30.492
	Over 5 000	14.635	14.636

**Table 4 Results for Regression Analysis (2)**  
**表 4 回归分析结果 (2)**

Independent variable; consumer purchase intention	Milk Powder	
	Model 3	Model 4
<i>Constant</i>	3.553***	3.430***
$X_2$	-1.354***	-1.225***
<i>Gender</i>	-0.018	-0.015
<i>Age</i>	-0.027	-0.017
<i>Edu</i>	0.019	0.010
<i>Con</i>	0.089	0.067
<i>M</i>	0.092***	0.085***
$M \cdot X_2$		0.202***
$R^2$	0.432	0.453
<i>Adjusted-R<sup>2</sup></i>	0.401	0.419
<i>F</i>	12.872	13.410
<i>Sig.</i>	0	0

## 5 Discussion and Conclusions

This paper examines the persuasiveness of function claims in the context of the regulatory focus theory. Using different frames of function claims, two studies examine the effects of claims on consumer purchase intention. The results of Study 1 indicate that function claims have a positive influence on consumer purchase intention and that function claims are important means for consumers to gain information about products and reduce information asymmetry. Study 2 included two frames of function claims, which have a different effect on consumer purchase intention. Consumers respond more positively to promotion-focused function claims than to prevention-focused claims. The authors also found that the more knowledge consumers have regarding nutrition, the more positive the effect of claims on purchase intention. Compared with prevention-focused function claims, consumers with more nutrition knowledge have a higher intention to purchase products with promotion-focused function claims.

Although prior research has indicated a mixed influence of nutrition information on consumer purchase intention, none of them has considered the frames of claims and, as such, this research bridges the regulatory fit and nutrient claims literature. Specifically, it advances knowledge and simultaneously provides important insights on the relationship between consumer nutrient knowledge and the effect of claims on purchase intention. Nutrient knowledge impacts not only how consumer process claim content but also how they perceive the risk from claim presentation.

The current research took a step in evaluating how claims potentially influence consumer purchase intention. The question of how favorably consumers perceive a claim depends on the frames of the function claims information, as well as on consumer characteristics. Food manufacturers could design claim frame that elicit positive attitudes, and thus, desired consumer behavior. This requires that food manufacturers show promotion-focused claims to consumers. Moreover, claims information presented on a package could reduce confusion and enhance more favorable purchase decisions. Results suggest that policy makers need to take into account the consumer knowledge. Furthermore, government and companies should actively promote nutrition knowledge information through television, radio, the internet, and other media to expand health education and convey nutrition knowledge to consumers.

Consumers' comprehension of nutrition information may be different when choosing between healthy and unhealthy food, thus their healthy food purchases might be more concerned with the content of nutrients, while in purchasing unhealthy food, the taste might be more important. Another interesting future direction could be of online nutrition information, because online shopping provides with consumers

more external cues, such as online reviews. Differences in the environment of online and offline shopping may lead to a different degree of concern regarding nutrition information.

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Appendix 1 Purchase Intention Scale

附表 1 购买意向量表

Question	Source
Are you willing to buy the product?	BERKOWITZ et al. [49]
Will I buy product at this price?	
I will consider buying the product at this price.	
If I want to buy this product, I will consider buying it at this price.	DODDS et al. [32]
Will I consider buying product at this price?	
I'd like to buy the product at this price.	

Appendix 2 Nutrition Knowledge Scale

附表 2 营养知识量表

Question	Option
Calcium is an important component in the development of bones and teeth	1 = know, 2 = don't know
Calcium can maintain bone density	1 = know, 2 = don't know
Iron is an essential element in the formation of red blood cells	1 = know, 2 = don't know
Zinc is an essential element for the growth and development of children	1 = know, 2 = don't know
Dietary fiber can promote intestinal peristalsis and promote fecal excretion	1 = know, 2 = don't know
Dietary fiber reduces blood sugar and blood cholesterol	1 = know, 2 = don't know
Dietary fiber can increase the intestinal bacteria	1 = know, 2 = don't know
Carbohydrates are the main source of human energy	1 = know, 2 = don't know
Carbohydrates can liver detoxification	1 = know, 2 = don't know
Fat provides energy	1 = know, 2 = don't know
Fat increases satiety, moisten the intestines and reduce laxative	1 = know, 2 = don't know
Fat can maintain body temperature and protect organs	1 = know, 2 = don't know
Vitamin A helps maintain healthy skin and mucous membranes	1 = know, 2 = don't know
Vitamin C improves the body's ability to detoxify the sterilization and long-term lack of VC will get scurvy	1 = know, 2 = don't know

# 促进型与防御型功能声称 对消费者购买意愿的影响： 营养知识的调节作用

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**摘要:** 尚未有相关研究深入探索功能声称与消费者购买意愿的关系。基于动机目标层面, 将功能声称分为促进型功能声称和防御型功能声称两种形式。依据详尽可能性模型, 将消费者营养知识作为调节变量。

根据研究内容, 设计两组实验探究促进型声称与防御型声称对消费者购买意愿的影响差异, 通过为消费者提供具体的购物情景测量消费者的购买意愿。研究1检验功能声称对消费者购买意愿的影响, 研究2测试促进型功能声称与防御型功能声称对消费者购买意愿的影响差异。

研究表明, 功能声称对消费者购买意愿具有积极影响; 营养知识能够增强功能声称对消费者购买意愿的影响; 相对于防御型声称, 促进型声称对消费者购买意愿的积极影响更强; 相对于标注防御型声称的食品, 消费者拥有的营养知识越多, 越会倾向于选择标注促进型声称的食品。

依据研究结论, 建议食品生产商可以为食品标注促进型声称, 此举在提升消费者福祉的同时, 能够提升自身食品销量; 营养知识作为提升消费者认知水平的一个重要衡量因素, 国家和企业可以通过各种社会媒体进行知识传播, 从而提升居民营养知识水平。

**关键词:** 消费者购买意愿; 促进型功能声称; 防御型功能声称; 营养知识

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