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RESEARCH ARTICLE

Investigating the Influence of Consumption Values on Healthy Eating Choices: The Moderating Role of Healthy Food Awareness

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The purpose of the study was to empirically investigate the extent to which consumption values influence consumers' healthy eating choices. By using the theory of consumption values, the study also attempts to explain the role of healthy food awareness as a moderating variable in consumers' healthy eating choices. The quantitative data were collected through structured questionnaire from 320 participants. The data were analyzed by using structured equation modeling. The results revealed that consumers' healthy eating choices are strongly linked to emotional and epistemic values. The study also found a positive relationship between conditional value and consumers' healthy eating choices. In addition, healthy food awareness acts as a moderator between epistemic value and healthy eating choices. This study adds to the literature on consumption values and elevates new insights of value for the health and wellness food industry. The study concluded that consumers, in general, consume healthy products for epistemic, conditional, and emotional reasons. Consumers feel good with positive emotions, such as pleasure, adding that the search for different healthy foods and discount rates or promotions encourages consumers to buy healthy foods instead of conventional foods. The moderating effect of healthy food awareness and its relation to eating choices may help food regulatory policies to improve health in different cultural contexts. The findings of this study will help food marketers and food policy makers to identify the information about consumers' personal values and to establish awareness about healthy food.

Keywords: consumption values, eating choices, healthy food awareness

JEL Classification: M1, M31, M38, M39

The prevalence of obesity and overweight is growing worldwide, and it has almost increased in the last four decades (Stevens et al., 2012). In 2013, the number of overweight and obese individuals increased to 2.1 billion in 2013 (Ng et al., 2014). Similar trends are being observed for a number of diet-related noncommunicable diseases such as heart disease, stroke, and diabetes, which is becoming one of the world's largest societal problems (Amuna & Zotor, 2008; Health, 2013; Lim et al., 2012). In this sense, the Member States of the World Health Organization and the United Nations' Agriculture Institute have adopted a voluntary target of increasing awareness among individuals regarding healthy lifestyle like healthy food consumption, which is essential to overcome the risk factors (Ataey et al., 2020; Geneva, 2013). Consequently, such supportive programs create awareness among people and help them to comprehend the term *healthy* or *unhealthy* eating (Dutt et al., 2019; Povey et al., 1998).

In the current world, consumers are becoming more concerned and conscious about eating healthy food. Past researchers have claimed that organically produced food is healthier and nutritious (Krystallis & Chryssohoidis, 2005; Perrini et al., 2010). On the other side, considering the factors of health and wellness, different studies have examined consumers' behavior in purchasing food. Such studies have explained to what extent the health factors contribute towards purchasing food products (Magnusson et al., 2003; Rana & Paul, 2017). Responding to societal concerns, scholars are increasingly interested in how food decision-making influences health and wellness (Block et al., 2011; Bublitz et al., 2013). Various studies have attempted to explain consumer intentions towards purchasing healthy foods (Baglione et al., 2012; Cannuscio et al., 2014; Kang et al., 2015; Sonnenberg et al., 2013).

Kang et al. (2015) stated that for healthier choices at restaurants, the positive expectations, whether regarding outcomes or hedonic aspects and behavior intentions, are a key element as to why consumers make healthy food choices, and their habit values have an impact on their healthy food choice intentions. Cannuscio et al. (2014) explored the same theme via the social dynamics of residents' health-related food shopping behaviors: they examined the social interactions and whether the choices were induced by these interactions. Their findings suggest that every aspect of food shopping and interactions with both physical environment and other people are tightly interwoven with social rules, needs, and relationships; thus, these social relationships and interactions influence food shopping, purchasing, and consumption.

Various studies have found that cultural factors and values effects consumer behavior significantly (Chwialkowska & Glowik, 2020; Han & Kim, 2020; Raza, Asif, & Ayyub, 2021). However, the previous studies do not concern consumer values as a dimension that can explain consumers' healthy eating choices and healthy food awareness. Various studies have found that cultural factors and values effects consumer behavior significantly According to Giampietri et al. (2016), studying consumers' behavior in relation to food purchasing has primary importance because attitudinal variables play a central role in consumer choice. The health value, like a healthy lifestyle, and a positive appearance are expected to interact within consumer choice (Kang et al., 2015). Thus, this paper aims to analyze to what degree consumption values influence consumers' healthy eating choices and the moderating effect of healthy food awareness on these values. Further, the study attempted to promote a healthy diet for consumer awareness. The study applied the theory of consumption values, which has been used previously in marketing literature to examine consumers choice behavior (Sheth et al., 1991).

Moreover, the study was conducted in Pakistan to examine the food choices of local consumers. It has been observed that food consumption patterns of consumers are changing worldwide (Carlsson-Kanyama & González, 2009; Duffy et al., 2019; Rathi et al., 2017). Similarly, in Pakistan, changes in the food consumption patterns and evolution in food have been observed especially in urban areas, which has recently been linked with health problems (Bokhari, 2015; Ilyas, 2015; Jafar et al., 2004). Consequently, these changes have resulted in the formation of farmers' markets promoting healthy foods and creating awareness among consumers regarding the food production methods and healthy food choices (Khan, 2013; Saeed, 2015). Moreover, previously most of the studies related to food choices have been conducted in developed countries. Thus, there is a need to study the intentions and behaviors of consumers in developing contexts regarding the healthy food choices.

Literature Review

Consumption Values

Values are central beliefs that guide behavior (Flint et al., 1997), and they have importance in influencing the degree of a person's decision-making behavior (Thomé et al., 2016). In the marketing literature, the concept of consumer value has generally been discussed in the context of an exchange or a return on something, presenting the notion of a trade-off between cost and expected values, which have led to multidimensional conceptualizations being developed by some research (Perrea et al., 2015). Other studies have mentioned that consumer behavior depends on consumer values, which are the beliefs of what is important to achieve in life (Thomé et al., 2016).

A theory of consumption values was proposed by Sheth et al. (1991), who regarded consumer choice as a function of multiple consumption values, and these values are independent and make different contributions in any given choice situation. They suggested five consumption values that explain consumer choice behavior: these are functional, emotional, social, epistemic, and conditional (Sheth et al., 1991). They are classified as follows.

Functional value is considered to be a primary driver of consumers' healthy eating choice. It is defined as consumers' perception of product performance (Sheth et al., 1991), which has the ability to fulfill the function for which a product was created, and this may include attributes, such as texture, taste, freshness, and overall quality in the case of new food products (Perrea et al., 2015). Functional value prices are significant, although they show a negative estimate, that is, when there is less perception of functional value price, greater choice behavior occurs regarding food for health and wellness (Thomé et al., 2019). But more recent researchers like Qasim et al. (2019) have presented the contrasting view that functional value price is not a significant predictor to consume organic food because Pakistani consumers are more concerned about the quality of organic food, rather than the economic benefits attached to a lower price. Moreover, consumers evaluate both the price and quality of a product simultaneously while making a purchase decision (Bei & Simpson, 1995). So, the prices have critical importance in consumers' purchase decision of healthier food. Therefore, the first hypothesis can be proposed as follows:

H1: Functional value (price) has a significant positive effect on consumers' healthier eating choices.

Social value includes the association of a person's product choice with the expected choice of a specific social, cultural, and socioeconomic group (Cheng et al., 2010; Perrea et al., 2015; Pihlström & Brush, 2008; J. C. Sweeney & G. N. Soutar, 2001), and it may be based on the belief that consumers make a link between a particular social class and new food products (Perrea et al., 2015). In the context of healthy food choice behavior, social value is a perceived net utility gained from healthy food consumption based on the perception regarding social pressure or status gain. According to the Biswas and Roy (2015b), social value has a significant positive impact on sustainable consumption behavior. Additionally, other studies found that there is an insignificant relationship between social influence and consumer choice behavior (Kalafatis et al., 1999; Lin & Huang, 2012; Shamdasani et al., 1993). Thus, we propose the following hypothesis:

H2: Social value has a significant positive effect on consumers' healthier eating choices.

Conditional value is defined as the perceived net utility that an individual attains under specific situations or set of circumstances faced in the choice (Sheth et al., 1991). These specific situations may include the availability of subsidies or discounts on healthy food and easy and nearby availability of healthy food (Biswas & Roy, 2015a). According to Saxena and Khandelwal (2010), the change in situational variables can have a significant impact on behavioral intention. As per Finch (2006), conditional value has a significant positive influence on organic food purchase behavior. Lin and Huang (2012) considered that conditional value significantly impacted choice behavior regarding green products. Specifically, Biswas and Roy (2015a) also supported that conditional value is a significant predictor of sustained green consumption behavior. From this discussion, we propose the following hypothesis:

H3: Conditional value has a positive effect on consumers' healthier eating choice.

Epistemic value is related to the arousal of curiosity and novelty and satisfies a desire for knowledge (Sheth et al., 1991). When consumers experience a new product, there is an evaluation based on a combination of information regarding the new product and some other known product (J. C. Sweeney & G. N. Soutar, 2001). Consumers' desire for product novelty and compatibility regarding green product attributes can significantly influence their behavioral intention (Kaufmann et al., 2012). According to Biswas and Roy (2015b), epistemic value is the major predictor of green consumption behavior. Finch (2006) also found significant positive estimates between epistemic value and choice behavior. Gonçalves et al. (2016) reveal that epistemic value has a significant positive influence on consumer green product purchase behavior. According to Thomé et al. (2019), healthier eating choices are influenced by curiosity, novelty, and desire for knowledge about healthy food. From this discussion, we can hypothesize that

H4: Epistemic value has a significant positive effect on consumers' healthier eating choices.

Emotional value is defined as in which arouses feelings or affective states that a product generates (Sheth et al., 1991; J. C. Sweeney & G. N. Soutar, 2001) and may have a link with the hedonic value, given that a consumer's own pleasure and comfort may give rise to this value (Perrea et al., 2015). Thus, when an arousing feeling occurs, consumption by emotional value arises. Sometimes, food choices and emotional responses exert powerful influences (Lease et al., 2014). This value is related to the emotional reaction that consumers show toward a product (Xiao & Kim, 2009). Friendly and enjoyable green purchase decisions result from the positive emotions associated with the product (Rex & Baumann, 2007). As per Kang et al. (2015), if healthy food invokes positive emotions, such as pleasure and excitement in anticipation, it is likely that consumers will be attracted to this product category and results related to hedonic expectations. Previous studies such as those of Lin and Huang (2012) and Qasim et al. (2019) have found that emotional value has a positive impact on consumers' choice behavior. Thus, we draw the following hypothesis:

H5: Emotional value has a significant positive impact on consumer's healthier eating choices.

This study also explores the role of awareness as a moderating variable on consumer's healthier eating choices. Over a few years, many researchers have focused on health knowledge popularization and behavior promotion through the internet. One work developed a mobile app named DietApp, which can provide awareness about a healthy diet according to age and physical condition (de la Torre Díez et al., 2017). So, it means that more awareness is shown to have more impact on healthy eating choices. Schifferstein and Ophuis (1998) specified that consumers who are health conscious are motivated to maintain their health and quality of life because of their awareness and concern about their well-being. Padel and Foster (2005) pointed out that the lack of information negatively influences green purchase behavior. Bouwman et al. (2009) showed that there is a gap between awareness and healthy eating on the one hand and actual eating practices on the other and also showed how Dutch consumers account for their everyday food choices. Chi et al. (2018) revealed that people still lack comprehensive knowledge about healthy diet because they do not know what kind of food they should choose or not to choose. So, the next hypothesis may be postulated as follows:

H6: Awareness positively moderates the relationship among functional value (price), social value, conditional value, epistemic value, emotional value, and eating choices.

Methodology

This study was quantitative in nature. Data were collected through a questionnaire. The convenience sampling technique was used because the relative cost and time required to carry out convenience sample are small in comparison to probabilities techniques. To measure functional value, epistemic value, emotional value, social value, and conditional value, a questionnaire was adapted from Sheth et al. (1991) and J. C. Sweeney and G. N. Soutar (2001). The questionnaire on healthy food awareness was adopted from Keller (1993). All of them were measured on a five-point Likert scale. Further, the measurement scale of healthy eating choices was adopted from the previous studies (Sheth et al., 1991; J. C. Sweeney & G. Soutar, 2001). Few wording changes were made to fit the context of this study. These measures were

practically tested and used by previous researchers. The questionnaire was uploaded with an online data collection software, and the link of the questionnaire was sent to the respondents through social media tools like WhatsApp, email, and Facebook. This study was conducted in Pakistan, and participants were the general consumers. The questionnaires were sent to almost 450 respondents and got 365 responses, from which the incomplete responses were excluded and only 320 responses were used for statistical analysis. The structured close-ended questionnaire comprises two sections. Section A consisted of demographic profile, gender, and age. Section B examined the consumption values influencing the healthy eating choices. Structural equation modeling (SEM) was adopted in this study to examine the hypothesized relationships in the proposed model (Anderson & Gerbing, 1988). The study utilized the AMOS 24.0 software to perform SEM analysis.

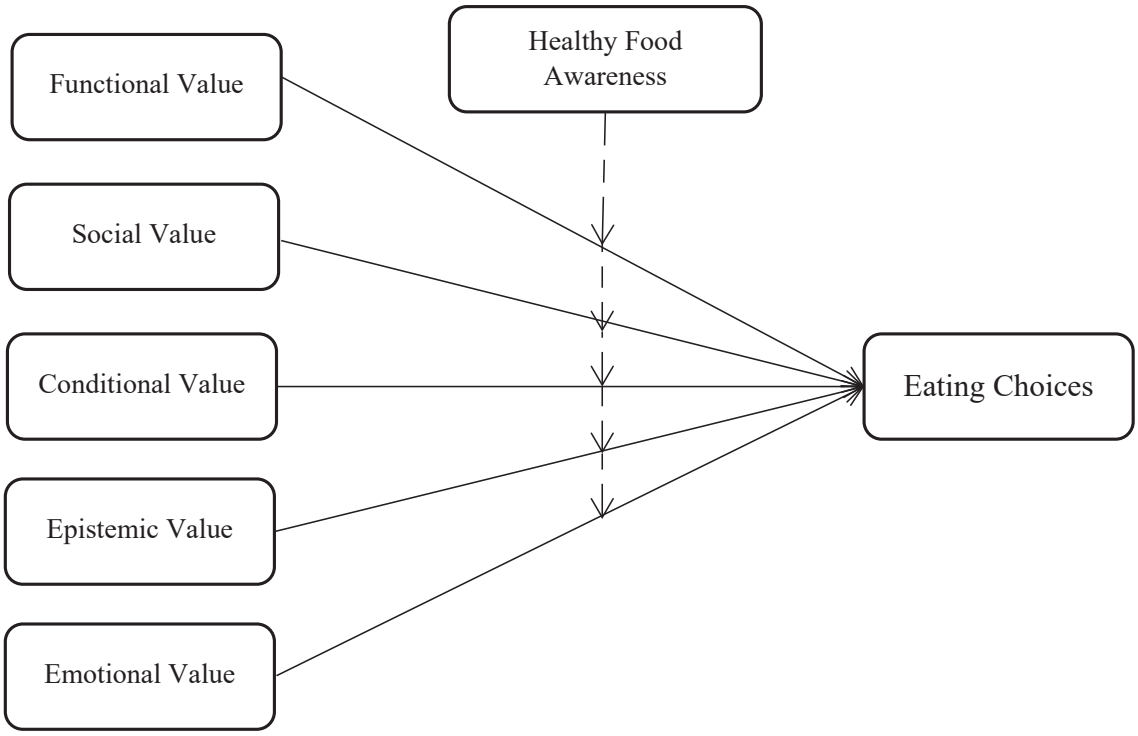

Figure 1. Theoretical framework.

Theoretical Framework Analysis and Results

Descriptive Statistics

The Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structure (AMOS) were used to analyze the data. First of all, descriptive analysis was done to see the demographic attributes of the respondents as 27.7% of the total respondents were male and 72.3% of them were female. The age of majority (48%) of the respondents was between 20 and 30 years, 22% were from the age group of 30–40, and the remaining respondents were from the 40–50 age group. The educational level of the respondents was 4% diploma holders, 41% bachelor's, and 55% master's or above. Fifty-five percent of the respondents were employed, and 45% of them were unemployed.

Table 1. *Confirmatory Factor Analysis*

Construct	Loadings	Items	α	CR	AVE
FV1	0.85	Healthy food is a good product for the price.	0.86	0.86	0.67
FV2	0.84	Healthy food offers good value/cost benefit.			
FV3	0.78	Healthy food is reasonably priced.			
SV1	0.74	Buying healthy food would give its consumer social approval.	0.84	0.84	0.57
SV2	0.79	Buying healthy food would make a good impression on other people.			
SV3	0.79	Buying healthy food would improve the way that I am perceived.			
SV4	0.70	Buying healthy food would help me to feel acceptable in a group.			
EV1	0.86	Consuming healthy food gives me a feeling of pleasure.	0.86	0.86	0.56
EV2	0.76	Buying healthy food instead of conventional products would make me feel like a better person.			
EV3	0.76	Consuming healthy food makes me feel good.			
EV4	0.65	Buying healthy food instead of conventional products would feel like the morally right thing to do.			
EV5	0.72	Buying healthy food instead of conventional products is something I would like.			
CV1	0.88	I would buy healthy food instead of conventional products when there is a subsidy for healthy food.	0.89	0.89	0.73
CV2	0.83	I would buy healthy food instead of conventional products when green products are available.			
CV3	0.86	I would buy healthy food instead of conventional products when there are discount rates for healthy food or promotional food.			
EPV1	0.92	I like to search for new, different healthy food.	0.87	0.87	0.70
EPV2	0.83	I am willing to seek novel information about healthy food.			
EPV3	0.77	Before buying the food, I would obtain substantial information about the nutritional differences and models of products.			
EC1	0.78	I have avoided buying a product because it had potentially harmful health effects.	0.87	0.91	0.71
EC2	0.85	I make a special effort to buy healthy food that is beneficial to my health.			
EC3	0.89	When I have a choice between two equal products, I purchase the one less harmful to my health.			
EC4	0.86	I buy healthy food for health reasons.			
AW1	0.86	Do you know a type of healthy food?	0.90	0.90	0.69
AW2	0.83	Are you familiar with the healthy food?			
AW3	0.86	Have you ever purchased healthy food?			
AW4	0.80	Are you interested in finding out about healthy food?			

Note. FV = functional value; SV = social value; EV = emotional value; CV = conditional value, EPV = epistemic value; EC = eating choices; AW = awareness.

Table 2. *Path Coefficients and Hypotheses Testing*

Hypothesis	Statement	Estimate	Significance	Result
H1	Functional value positively impacts consumers healthier eating choices.	0.10	0.082	Not supported
H2	The social value positively affects healthy eating choices.	0.01	0.795	Not supported
H3	The emotional value has positive significant impact on consumers' healthier eating choices.	0.31	0.000	**Supported**
H4	The conditional value positively affects the healthy eating choices.	0.16	0.020	**Supported**
H5	The epistemic value has a positive effect on consumers' healthier eating choices.	0.28	0.000	**Supported**
H 6-I	Awareness moderates positively between functional value (price) and eating choices.	−0.05	0.473	Not supported
H 6-II	Awareness moderates positively between social value and eating choices.	0.04	0.639	Not supported
H 6-III	Awareness moderates positively between emotional value and eating choices.	0.05	0.485	Not supported
H 6-IV	Awareness moderates positively between conditional value and eating choices.	−0.04	0.637	Not supported
H 6-V	Awareness moderates positively between epistemic value and eating choices.	0.20	0.013	**Supported**

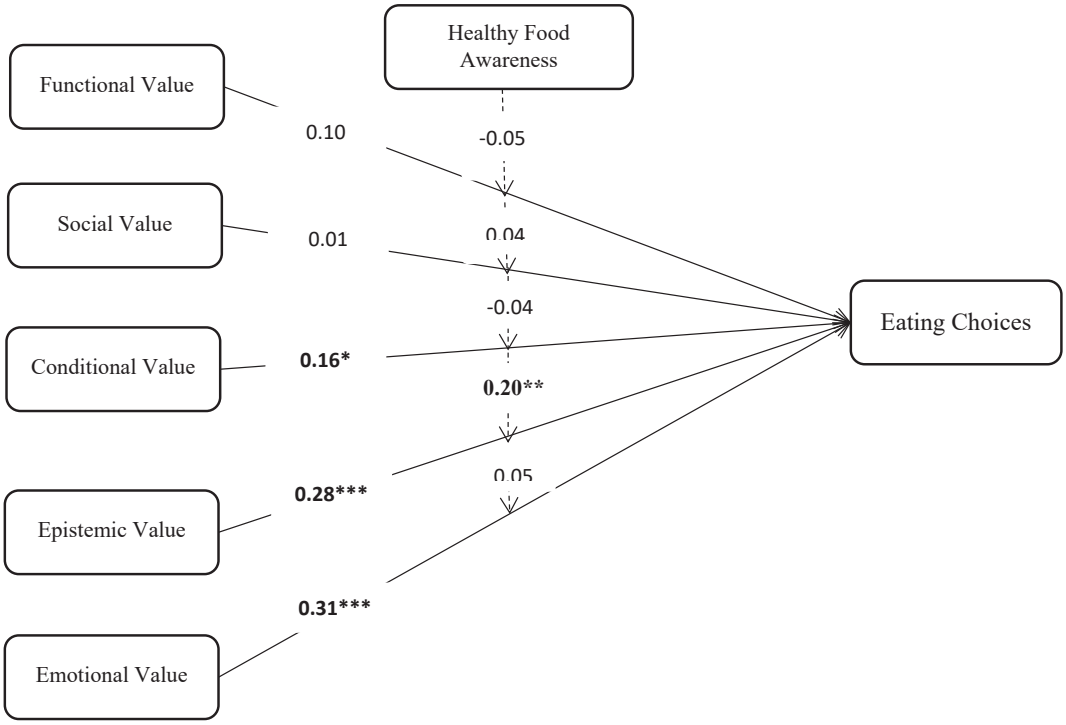

Figure 2. Results of *h*ypothesis test. ***$p < 0.001$; **$p < 0.01$; *$p < 0.05$.

Assessing Measurement Model

The measurement model was examined by the confirmatory factor analysis and reliability test. The reliability was checked for each construct, and values of Cronbach's alpha are above the 0.7 cutoff level as suggested by Hair (1998). According to Chin (1988), the standardized acceptable value of factor loadings is 0.6 and greater than 0.60. In the current model, the factor loadings of the items range from 0.65 to 0.92, and the items that do not meet the standard of acceptability were removed. Table 1 depicts the standardized factor loadings that are statistically significant and greater than 0.60. Further, the composite reliability was checked to assess the reliability of the measurement model where the composite reliability value for each variable should be greater than 0.70 (Hair et al. 2011). The validity of the model was assessed through convergent validity and discriminant validity. In terms of convergent validity, the average variance extracted should be more than or equal to 0.5, while in terms of discriminant validity, the square root of average variance extracted for each variable should be more than the correlation coefficient of each variable with other variables (Hair et al. 2011) . According to the values given in Table 1, the measurement models are valid and reliable.

Assessing Structure Model

After assessing the measurement model, the study examined the structural model to ensure that the structural model contains good model fit. According to Jackson and Gillaspy (2009), the model fit is usually assessed on the basis of six common measures: GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), TLI (Tucker-Lewis Index), CFI (Comparative Fit Index), and RMSEA (Root Mean Square Error of Approximation). The model fit values of the confirmatory factor analysis are GFI = 0.825, AGFI = 0.779, TLI = 0.905, and CFI = 0.919, and the RMSEA value is 0.07, lower than the 0.08 suggested by Browne and Cudeck (1993), indicating that the internal structure of the model has a good fit.

Results

SEM was adopted in this study to examine the hypothesized relationships in the proposed model (Hair et al. 2011). To see the moderation effect of the awareness variable, interaction terms were developed by multiplying the composite constructs of functional value (price), epistemic value, emotional value, social value, and conditional value with the composite construct of awareness. The hypothesis was tested through the structural equation model, and the results (Table 2) showed that functional value price was not a significant predictor of healthy eating choices with an estimate value of 0.03 at a significance of 0.47. The interaction term of functional value was also nonsignificant with an estimate of −0.05. Social value and its interaction term were found to be nonsignificant with eating choices. Emotional value was a significant predictor of eating choices, and its interaction term was found to be nonsignificant with an estimate of 0.05 at the 0.48 significance level. Conditional value was also found to be significantly associated with eating choices, but its interaction term is not a predictor of healthy food eating choices. Moreover, epistemic value is a significant predictor of healthy eating choices with an estimate value of 0.28 at a significance of 0.000. The interaction term of epistemic value was also significant with an estimate of 0.20 at a significance of 0.01, which means that awareness moderates negatively.

Discussion and Conclusion

The purpose of this study was to examine consumption values and the moderation effect of healthy food awareness on consumers' eating choices. The main results show that conditional value, emotional value, and epistemic value are important factors that influence consumers' eating choices in relation to healthy foods. In addition, healthy food awareness interactions were not significant except for epistemic value. More specifically, results indicated that the relationship between functional value (price) and eating choices was not significant, which supports the result of Suki (2016), who concluded that consumers pay more attention to the quality of organic products instead of price while making purchase decisions. This result suggests that Pakistani consumers are more concerned about healthy food, such as nutritious ingredients, than they are about the price, despite the prices of healthy products being much more expensive because recently the use of chemical fertilizers in agriculture and farming has caused adverse effects on people's health, so they are willing to pay the premium price for healthy products to avoid the expenses. In Pakistan, the family head gives great importance to the health of family members instead of considering the

cost. These results are inconsistent with those obtained in other research by Cătoiu et al. (2010) and Thomé et al. (2019).

The finding rejects the hypothesis that states that social value attached to healthy products increases consumers' healthier eating choices to consume healthy food. The results indicate that consumers do not feel a sense of social improvement in their social image while consuming healthy food. Social norms do not influence consumer choice behavior, and also, consumers believed that their purchase of healthy goods would not create a good impression on other people. The result is consistent with Biswas and Roy (2015a), who illustrate that social value was not a significant predictor of consumer behavior towards green products. The result contradicts the research findings of past studies (Hansen et al., 2018).

Further, investigation of the study discovered that emotional values show the highest estimate and significance; they are the main reasons for consumers' healthier eating choices. It is suggested that if healthy food is tasty and delicious rather than glazed and therefore linked with positive emotions, such as excitement in anticipation, it is likely that consumers will be attracted to this product category, in accordance with Kang et al. (2015). This finding is consistent with Gonçalves et al. (2016), who found that emotional value is a significant predictor of consumers' choice decisions, and contradicts the findings of Han et al. (2017) and Suki (2016), who reported an insignificant impact of emotional value on consumers' choice behavior.

This study postulates that conditional value significantly influences consumers' healthier eating choices. The result suggests that the easy availability and promotional activities regarding healthy food products are useful ways to promote healthy food consumption and also shows that the customer is involved in a situation that attracts him/her to purchase healthy food products. This result is the same as the results of Biswas and Roy (2015a), Lin and Huang (2012), and Gonçalves et al. (2016), who found that conditional value is a significant predictor of consumers' sustainable behavior.

The epistemic value was found to be the better predictor of consumers' healthier eating choices, and their interaction term was also significant with a positive estimate. These results are consistent with the previous studies conducted by Biswas and Roy (2015b), Finch (2006), Han et al. (2017) and Lin and Huang (2012), in which it was established that epistemic value among consumers positively affects their eating choices to purchase healthy foods and provides evidence that healthier eating choices are influenced by curiosity and desire for knowledge about healthy food. Food marketers in Pakistan use social media platforms to create awareness among people regarding the benefits of healthy product consumption. This has increased consumers' knowledge about healthy food, and they are more interested to try something new in order to decrease their routine purchases, and also, consumers tend to develop a positive perception of healthy products due to their knowledge. Healthy food awareness moderates as the interaction terms of all the constructs were not significantly associated with eating choices of healthy food except epistemic value, which was found to be significant, meaning healthy food awareness increases the impact of epistemic value on eating choices, which is an interesting result.

The current study establishes the moderating role of healthy food awareness in eating choices, which is not found in the literature within the Pakistan context. The study provides a series of implications concerning the consumption of healthy foods. It is concluded that consumers, in general, consume healthy products for epistemic, conditional, and emotional reasons. Consumers feel good with positive emotions, such as pleasure, adding that the search for different healthy foods and discount rates or promotions encourage consumers to buy healthy foods instead of conventional foods. The results of this study can be beneficial for the food industry. The moderating effect of healthy food awareness and its relation to eating choices may help food regulatory policies to improve health in different cultural contexts. Moreover, the food industry also can take advantage of consumers' value perceptions toward healthier food and increase the awareness among the customers to help them in making healthier eating choices, and that can only be attained by understanding the food environment.

Implication

The study suggests certain managerial implications for food safety managers and food policy makers with respect to establishing healthy food awareness among consumers, which can enhance the consumers' personal values towards eating choices. For example,

in terms of the functional value, if a healthy food is affordable and is of high quality, has low cost, and is good for health, it will create a better functional value for consumers. The findings of this study also show that government subsidy or discounts could create a positive attitude towards healthy food. The current study offers significant insight into consumption values for health, providing information about consumers' personal values to understand the role of awareness in the food industry. Both academic and business sectors could use the result from this study for their marketing activity. For the food industry, this study provides an opportunity for the food segment focused on health and well-being. However, previous studies have explored many subjects related to healthy foods, but they did not examine the relationship between value perceptions and healthy food awareness. Thus, this study adds to the literature integrating consumer marketing and well-being study areas.

Limitations

This study has certain limitations. First, research was conducted among 203 consumers in Pakistan. Therefore, it is possible that the findings may not be generalized for countries other than Pakistan. For future generalizability, the study should be conducted in other countries. Second, the study was carried out on a convenient sampling technique, whereas the probability sampling technique ensures more precision. Third, the findings of this research depend largely on the honesty of the respondents to provide answers to the questionnaire that covered consumption values, eating choices, and the moderating effect of healthy food awareness. Future research should understand why the interaction term of functional value (price), conditional value, and epistemic value negatively influences healthy food choice behavior and analyze why the social value and functional value does not have significance in eating choices and explore these values in detail for a clear understanding of consumer behavior.

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