



# “Effects of Nutritional Marketing to CALABARZON Private Senior High School Students’ Buying Attitude toward K<sub>19</sub>ookies”

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**ABSTRACT:** This study evaluated the effects of nutritional marketing of UniTreats Co.'s K<sub>19</sub>ookies on the buying attitude of its target market, the Senior High School (SHS) students. Moreover, this study sought to gather precise and relevant data on both variables and further define and understand them. This is to weigh positive and negative outcomes of the said variables and develop more or divert from nutritional marketing strategies in the future. As a mixed-method research study, self-administered questionnaires and one-on-one interviews were used to gather data from the respondents. Thirty (30) SHS students participated in answering the questionnaires provided by the researchers. On the other hand, ten (10) interviewees were engaged in one-on-one interviews held by the researchers. Further, the study revealed that the average respondent has a “Middle-level of awareness,” indicating that they are aware of the several forms of nutritional marketing by K<sub>19</sub>ookies. In the context of the students’ buying attitude toward K<sub>19</sub>ookies, the study revealed that the average respondent has “Medium Involvement.” Finally, the researchers have concluded that nutritional marketing significantly affects the buying attitude of SHS students toward K<sub>19</sub>ookies.

**KEYWORDS:** nutritional marketing; buying attitude; marketing awareness; and levels of involvement

## INTRODUCTION

Nutritional Marketing is one of the many advertising strategies currently in the economy. It features the use of a specific nutritional value as the main selling point of a particular product and choosing the right audience or stakeholders to show it (Higuera, 2016). To exemplify, famous manifestations of nutritional marketing in big Philippine corporations are Nestle's Milo's "Beat Energy Gap," Del Monte's Pineapple Juice's "Counters Cholesterol," and Mead Johnson Nutrition's Lactum's "BIBO: Brain, Immunity, and Bones." One primary goal of marketing is improving the customer buying attitude, which is the intent to purchase, affected by many distinct factors and can be defined by consumer involvement or behavior. In this study, the main factor would include health problems and consciousness, as nutritional marketing expectedly caters to it.

UniTreats Co.'s K<sub>19</sub>ookies are developed by Grade 12 ABM students aiming to achieve innovation in health with their products and, eventually, the community. The social enterprise's selling point is that its weight-loss-friendly product also has more nutritional value than its competitors.

From the data of over 30,000 consumers spread across 60 nations, Nielsen Global Health and Wellness Survey (2015) stated that Generation Z is the most health-centered age group, takes a holistic view of health, emphasizing physical fitness, healthy eating, and mental well-being. Seventy-one percent (71%) of them are already saving for their future, with 41% willing to increase expenses to get natural consumption (p. 15). With sales of healthy food variants, overindulgent ones increasing (p. 17) and 75% of people on weight-loss changes their diets over other methods (p. 5), there is evidence that over the past years, people, especially the youth, have been more health-conscious about the food they eat and how it affects their well-being. Locally, Manila Standard Lifestyle (2020) states that even before the COVID-19 pandemic, Amway Philippines' survey showed an increase in consumer want for healthier diet options, which increased more with the imposing of quarantine and virus threat.

Here is where nutritional marketing comes into play. This advertising mostly affects people who are experiencing health problems or want to improve their well-being and lifestyle. The same problem is posed and the same solution with nutritional marketing. With the Filipino youth currently at their highest point of health consciousness following many years, the effects of nutritional marketing on the customer buying attitude may yield several positive/negative effects. This is what the study will focus on finding.

The study is a mixed-method research study that uses a convergent parallel design. According to Creswell (2014), using a convergent mixed-method approach allows the researchers to merge quantitative or qualitative data to analyze the research problem comprehensively. The researchers compared and related both data gathered in the qualitative and quantitative phases of the study to help in the overall interpretation. Moreover, it helps the researchers enhance the evaluation by ensuring that the strengths of another balance the limits of one form of data. Through these, the researchers gained a deeper understanding of the customer attitude in response to the nutritional marketing of the SHS students. Additionally, the researchers aimed to find new and old perspectives about and effects of nutritional marketing, their relevance and size, and how an increase of one variable can lead to more of a particular effect. It also sought to find the correct balance of nutritional marketing tactics that provide the desirable effects through examining customer perception. According to Ikonen et al. (2020), a positive influence of nutritional marketing improves health perceptions of both vice and virtue products. However, possible negative consequences can affect different types' differences (p. 2). If positive results arise, nutritional marketing can improve upon the existing marketing strategy of the social enterprise or other manufacturers; hence, increasing sales, brand awareness, and other aspects affected by customer buying attitude. If negative or insignificant results are obtained, future researchers may look at what factors the study did wrong and improve upon it or look at other target audiences. Generalizability is sought.

In brief, this study aimed to analyze and investigate the effects of nutritional marketing on the target respondents' buying attitude toward a product. Additionally, the respondents'

qualitative perception of the K<sub>19</sub>ookies and their nutritional marketing was considered. These two objectives were used to explain one another to deepen the understanding of the topic.

## METHODOLOGY

The study used a convergent-parallel mixed-method research design through qualitative and quantitative data analysis. The respondents of the study are SHS students. Due to the ongoing COVID-19 Pandemic restrictions, the researchers employed convenience sampling as the sampling method for both quantitative and qualitative data. For the quantitative data, a 4-point Likert scale questionnaire was administered to 30 respondents via Google Forms and statistically treated with IBM® SPSS® Statistics using simple linear regression. Ten (10) respondents were interviewed via Google Meet for the qualitative data, and their responses were transcribed and coded using the Glaserian Grounded Theory Method (Biaggi & Wa-Mbaleka, 2018). Both types of data were first analyzed separately, then together, to answer the research questions.

## RESULTS AND DISCUSSION

This chapter presents data collected in tabular form, supported with corresponding interpretation, implications, and theoretical bases.

### Perception of SHS students toward nutritional marketing and buying K<sub>19</sub>ookies

After interviewing the ten (10) respondents, the researchers used the Glaserian coding of the grounded theory method to arrive at a main theoretical code to answer SOPI. Below are the open, selective, and theoretical codes derived from the responses:

**Table 1.***Respondents' Perception on buying K<sub>19</sub>ookies using Nutritional Marketing*

<b>Open Codes</b>	<b>Selective Codes</b>	<b>Theoretical Code</b>	<b>Frequency of the codes</b>
Self-discovery			5
Through friends	Widespread brand discovery		6
Via social media platforms			9
Brand promotions			12
Survey			2
Students			6
Sales Talks			3
Aware	High nutritional marketing awareness	Positive customer perception	11
Social media advertisements			12
Health claims			11
Media advertisements			4
Label Marketing			6
Unique			2
Good way of marketing			7
Efficient	Favorable brand and marketing impressions		1
Very effective		5	
Useful		3	
Relevant to needs		3	
Beneficial			8

Healthy alternative		5
Presentable		6
Improved impression		9
Intriguing		3
Interested		9
Has strong opinions	High Consumer involvement	3
Highly involved		2
Interest piquing		9
Wanting to buy		5
Considers information carefully		3
Uses detailed information		1

Most of the interview responses showed that SHS students perceive K<sub>19</sub>ookies and its nutritional marketing in a positive view, with easy brand discoverability, good marketing retention, effective branding, and involvement-piquing products. First, on-brand discoverability, respondents found K<sub>19</sub>ookies on many forms of media and advertising, which is positive regarding its customer reach and accessibility. Further, a respondent claimed that they discovered the product through different means and forms of media and advertising: "I discovered your product through different, um, uh, social media advertisements that I saw on Facebook and through the [background noise] word of mouth from other batchmates and people that I've met." Second, while a tiny percentage of respondents still did not know the product existed, most respondents were aware of the enterprise's nutritional marketing. One respondent said, "Uhm... I think-I saw-I think... I observe label marketing and, *uhm*, label marketing and health claims because I think I saw that it had it should I mean it causes lower risk of diabetes I think," while another claimed that they weren't able to come across the company's nutritional marketing: "Uhhh, to be honest, I

haven't seen any nutritional marketing regarding K<sub>19</sub>ookies." Third, answers suggest that the respondents were intrigued by the brand's effective product and its benefits, but there was still a degree of skepticism suggesting customers' critical thinking. This is in line with Garavente's (2018) study on how some products that allegedly offer all-natural ingredients have reservations about their characteristics, often misleading the public and causing skepticism with health claims. Particularly, one respondent answered: "I think that it's very smart, especially for health-conscious and fitness people... but it does give me some sort of skepticism because I want to have at least a bit of evidence on the nutritional facts or at least the percentages of... the vitamins that you claim to have in the cookies." Lastly, even with the wide variety of answers, the respondents were still skewed toward the perceived "benefits" of the product leading them to be involved with K<sub>19</sub>ookies. Accordingly, this matches Azman and Sahak's (2014) conclusions on the effectiveness of nutritional labels on customer buying decisions, which they discovered were significant and supported by many reviews.

Overall, with the four selective codes indicating an average skew on the good side of the respondent's perception, the researchers set "Positive Customer Perception" as the theoretical code. Datumize (2019) defines customer perception as "a marketing concept that refers to the customers' thoughts about a brand or a company's services." Although there were some negative or unsure thoughts and answers from the respondents, most of them acknowledged and perceived buying K<sub>19</sub>ookies and its nutritional marketing positively. Finally, the researchers used these codes to interpret both qualitative and quantitative data. After all, when the researchers analyzed the data, the codes served as a supplemental heuristic for analysis (Saldaña, 2013).

## Demographic Profile of the Respondents

**Table 2.**

*Profile of the Respondents in Terms of Gender*

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	9	30
Female	21	70
<b>Total</b>	<b>30</b>	<b>100.0</b>

Table 2 shows the demographic profile of the respondents in terms of gender, whether male or female. Out of 30 respondents, the female group ranked one and had a frequency of twenty-one (21) or 70.00 percent. The male group, however, had a frequency of only nine (9) or 30.00 percent of the total respondents, which placed it second.

**Table 3.**

*Profile of the Respondents in Terms of Age*

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
16	4	13.33
17	6	20.00
18	19	63.33
19	1	3.33
<b>Total</b>	<b>30</b>	<b>100.0</b>

Table 3 presents the profile of the respondents in terms of age, with all the ages of the respondents ranging from the lowest, 16, to highest, 19. As seen in the table, the highest frequency of the respondents belonged to 18-year-olds which covered a frequency of nineteen (19) or 63.33 percent, while the least number of respondents by age was from the

19-year-olds with a frequency of one (1) or 3.33 percent of the total respondents. Lastly, the mean age of respondents for the study resulted in 17.57 years old, a little lower than the 18-year-old age group with the highest frequency.

Following the UNFPA Philippines' (2016) article, all the respondents are within the 10 to 24 age group, which has been booming in population these past few years. Furthermore, the respondents consist of the same generation/age range that has shown increasing trends in health consciousness and diet awareness very recently, as presented by Packaged Facts (2014) in their January report.

**Table 4.**

*Profile of the Respondents in Terms of Grade Level*

<b>Grade Level</b>	<b>Frequency</b>	<b>Percent</b>
Grade 11	8	26.67
Grade 12	22	73.33
<b>Total</b>	<b>30</b>	<b>100.0</b>

Table 4 manifests the demographic profile of the students in terms of Grade Level. It shows the total number of respondents for each grade level who participated in answering the administered test. As all the chosen respondents were from Senior High School, they were split into two grade levels, 11 and 12. The twelfth-grade students with a frequency of twenty-two (22) or 73.34 percent ranked one, while the Grade 11 students ranked second with eight (8) total respondents at 26.67 percent.

Level of Awareness of SHS students on the Nutritional Marketing of K<sub>19</sub>ookies

**Table 5.**

*Respondents' Awareness on the Nutritional Marketing of K<sub>19</sub>ookies*

<b>Statement</b>	<b>Mean</b>	<b>Interpretation</b>
1. I often see K <sub>19</sub> ookies being marketed or advertised.	2.56	Middle level of awareness
2. I often see disease risk reduction and therapeutic claims (reduces the risk for heart disease by 27%, reduces the risk of type 2 diabetes) when I read the labels on the packaging of K <sub>19</sub> ookies.	3.16	Middle level of awareness
3. I often see disease risk reduction and therapeutic claims (reduces the risk for heart disease by 27%, reduces the risk of type 2 diabetes) in the video/photo advertisements of K <sub>19</sub> ookies.	3.06	Middle level of awareness
4. I often hear disease risk reduction and therapeutic claims (reduces the risk for heart disease by 27%, reduces the risk of type 2 diabetes) when my peers/families/friends talk about K <sub>19</sub> ookies.	2.66	Middle level of awareness
5. I often see nutrient emphasis (high in Fiber, more Calcium) when I read the labels on the packaging of K <sub>19</sub> ookies.	3.23	Middle level of awareness
6. I often see nutrient emphasis (high in Fiber, more Calcium) in the video/photo advertisements of K <sub>19</sub> ookies.	3.23	Middle level of awareness
7. I often hear nutrient emphasis (high in Fiber, more Calcium) when my peers/families/friends talk about K <sub>19</sub> ookies.	2.9	Middle level of awareness
8. I often hear nutrient emphasis (high in Fiber, more Calcium) in sales talks about K <sub>19</sub> ookies.	3.03	Middle level of awareness
9. I often see lower X content stress (low in trans fat, zero calories) when I read the labels on the packaging of K <sub>19</sub> ookies.	3.1	Middle level of awareness
10. I often see lower X content stress (low in trans fat, zero calories) in the video/photo advertisements of K <sub>19</sub> ookies.	3.06	Middle level of awareness

11. I often hear lower X content stress (low in trans fat, zero calories) when my peers/families/friends talk about K <sub>19</sub> ookies.	2.9	Middle level of awareness
12. I often hear lower X content stress (low in trans fat, zero calories) in sales talks about K <sub>19</sub> ookies.	2.8	Middle level of awareness
13. Overall, I am aware of the different forms of Nutritional Marketing utilized by K <sub>19</sub> ookies in photo/video advertisements, package labels, social/relationship marketing through peers/families/friends, and sales talks.	3.03	Middle level of awareness
<b>OVERALL</b>	<b>2.98</b>	<b>Middle level of awareness</b>

1.00 - 1.74 = Not Available

1.75 - 2.49 = Low level of awareness

2.50 - 3.24 = Middle level of awareness

3.25 - 4.00 = High level of awareness

Source: Alkaaf, F., AlMaqbali, D., & Al-Sinani, Y. (2020). Reality of Linguistic Competencies of Pre-Service and In-Service Female Physical Education Teachers in the Sultanate of Oman. *Journal of Education and Learning*, 9(5), 184. <https://doi.org/10.5539/jel.v9n5p184>

Table 5 shows the average of the respondents' answers on their awareness of K<sub>19</sub>ookies' nutritional marketing.

Out of the 13 statements, both statement 5, "I often see nutrient emphasis (high in Fiber, more Calcium) when I read the labels on the packaging of K<sub>19</sub>ookies.", and statement 6, "I often see nutrient emphasis (high in Fiber, more Calcium) in the video/photo advertisements of K<sub>19</sub>ookies.", received a mean of 3.23 interpreted as "Middle level of awareness." These two statements are the highest of the batch despite some also being interpreted as "Middle level of awareness." This can mean two things: (1) that nutrient emphasis is the most used/observed form of nutritional marketing in K<sub>19</sub>ookies and (2) that package labeling and photo/video advertisements are the most effective forms of nutritional marketing of K<sub>19</sub>ookies.

For the former (1), nutrient emphasis statements (statements 5-8) with an average mean of 3.10 does outweigh the other two forms of health claims presented: disease risk reduction (statements 2-4) and lower X content stress (statements 9-12), both of which only have a mean of 2.97. This is inconsistent with Colby et al. (2010)'s findings which solidified lower X content stress types of health claims like "Reduced-fat, low-fat, or fat-free", "Reduced, low, or trans fat-free," and "Lower calories" in three of the overall top five nutrition marketing approaches used on all products.

For the latter (2), package labeling got a mean of 3.17, and visual advertisements got 3.12, which are significantly higher than peer/family marketing at 2.82 and sales talk at 2.92. This supports the notion that the first two media of marketing are much more known to the potential consumers of K<sub>19</sub>ookies. In agreement with this, Woschnick (2020) lists "social media marketing," "paid advertising," and "internet marketing" as the top three Business to Consumer (B2C) marketing strategies, all of which are present in the photo/video advertising of K<sub>19</sub>ookies in social media. For the other media, Driver (2016) argues that food labeling with nutritional marketing is a great form of advertising to attract consumers; however, it does carry risks of misleading and misinformation.

On the lower end of the spectrum, statement 1, "I often see K<sub>19</sub>ookies being marketed or advertised." received the lowest mean of 2.56 and is still interpreted as "Middle level of awareness." This could mean that although the respondents can easily distinguish between what form of nutritional marketing is more prevalent than the other, they still find a lack of overall marketing for K<sub>19</sub>ookies.

Overall, with a total mean of 2.98 interpreted as "Middle-level awareness," the average respondent agrees with all of the statements and that they are indeed aware of the several forms of nutritional marketing of K<sub>19</sub>ookies by UniTreats Co. Walgrove (2020) agrees with this, stating that in most cases, digital marketing (which was employed by K<sub>19</sub>ookies) or any form of good marketing can increase awareness in certain levels.

Level of Buying Attitude of the SHS students toward K<sub>19</sub>ookies

**Table 6.**

*Respondents' Buying Attitude toward K<sub>19</sub>ookies*

<b>Statement</b>	<b>Mean</b>	<b>Interpretation</b>
1. I feel that the product's features can lead to achieving its purpose of fulfilling my goals (weight-loss, healthy lifestyle).	3.40	High Involvement
2. I feel that this product is relevant to the solutions I have been looking for.	3.17	Medium Involvement
3. It is important that this product satisfies my expectations the first time I use it.	3.60	High Involvement
4. I perceive this product as my go-to product when it comes to its benefits.	3.17	Medium Involvement
5. I know a lot about this product in terms of its benefits, ingredients, etc.	2.93	Medium Involvement
6. I have strong opinions and feelings about this product.	3.03	Medium Involvement
7. I believe that knowledge of this product in terms of its benefits, ingredients, etc. is highly needed.	3.50	High Involvement
8. I usually ignore and think that discrepant information about this product is untruthful.	2.57	Medium Involvement
9. I am not easily swayed by advertising or even by persuasive sales pitches from other products.	3.13	Medium Involvement
10. I can say that I am involved in this product.	2.67	Medium Involvement
<b>OVERALL</b>	<b>3.12</b>	<b>Medium Involvement</b>

1.00 - 1.74 = Not Available

1.75 - 2.49 = Low Involvement

2.50 - 3.24 = Medium Involvement

3.25 - 4.00 = High Involvement

Source: Alkaaf, F., AlMaqbali, D., & Al-Sinani, Y. (2020). Reality of Linguistic Competencies of Pre-Service and In-Service Female Physical Education Teachers in the Sultanate of Oman. *Journal of Education and Learning*, 9(5), 184. <https://doi.org/10.5539/jel.v9n5p184>

Table 6 shows the respondents' level of involvement, measuring their buying attitude toward K<sub>19</sub>ookies.

Based on the 10 statements above, statement 3 "It is important that this product satisfies my expectations the first time that I use it.", gained the highest mean of 3.60 which is interpreted as "High Involvement." Statement 3 is actually a first-person perspective of a statement in Chand (2014a)'s Involvement Index as part of the characteristics of Highly Involved consumers. This means that most of the respondents rely on how their first impression of K<sub>19</sub>ookies meets their expectations on what it tastes like, how it benefits them, and what results in it shows. Supporting this, Cockburn (2020) argues that consumers find first impressions vital in their opinion of the company's branding, and disappointed customers won't likely return unless in a monopolistic industry.

On the other hand, with a mean of 2.57, statement 8, "I usually ignore and think that discrepant information about this product is untruthful." ranked the lowest in respondent agreement but is still interpreted as "Medium Involvement." Chand (2014a) defines discrepant information as "a salesperson's attempt to persuade him to try another brand, for example." In short, information can lead the consumer to challenge their previous opinion of the product to which they are loyal. Once again, this statement indicates a high-involvement consumer in Chand's Index, but the lower mean can indicate that this borders around medium to high involvement.

Overall, on the buying attitude toward K<sub>19</sub>ookies, the answers resulted in a mean of 3.12, interpreted as "Medium Involvement," indicating a positive level of involvement with K<sub>19</sub>ookies. In this regard, Chand (2014b) presents five major characteristics of high-involvement products: high price, technical features, variance in alternatives, self- projecting, and risk.

First, Chand (2014b), in his article, states that pricey designer products lead to high involvement. While this can be true, the results show that a cheap everyday product like K<sub>19</sub>ookies can also receive high involvement. Second, technical features play a big role in involvement, with photographers wanting certain specifications on their chosen brands. This can be in agreement with K<sub>19</sub>ookies, as some specifications like “high in fiber” and “lower risk of diabetes” can attract and involve people specifically looking for them. Third, Chand argues that brands that are differentiated from their competitors can lead customers to purchase intent better. While this can be present, there is not enough evidence to solidify it as a variable. Fourth, personalized products, where people can see themselves represented, are most likely to have high involvement. This is not present in K<sub>19</sub>ookies. Lastly, Chand said that risky products have, in turn, higher returns, making more loyal customers. This is also not seen in the product.

Effect of Nutritional Marketing toward Buying Attitude and Perception of the SHS students

**Table 7.**

*Significant Effect in Students' Buying Attitude toward K<sub>19</sub>ookies*

Customer Buying Attitude						
Model	R	R <sup>2</sup>	Unstandardized Coefficients (Beta)	t-value	p-value	Interpretation
Constant			1.574	3.556	0.001	Significant
Nutritional Marketing Awareness	0.556	0.309	0.517	3.543	0.001	Statistically Significant

Buying Attitude (Dependent Var), Nutritional Marketing Awareness (Independent Var.)

As shown in Table 7 above, nutritional marketing awareness, the independent variable, was a predictor of the customer buying attitude, the dependent variable, as seen in the p-value of 0.001. Meaning, for every unit increase in nutritional marketing awareness, the

model predicts that the customer buying attitude will then be affected by an increase of 0.517 as seen in the unstandardized coefficient, for every unit increase shows the effects of how the customers will be eager to buy the enterprise's products. An  $R^2$  of 30.9% indicates that the variance in the customer buying attitude can be accounted for by nutritional marketing awareness, which explains the intensity of its effect on the dependent variable.

These results show that the p-value of 0.001, which is less than alpha or the statistical significance level of 0.05, means that nutritional marketing awareness is a successful predictor of customer buying attitude. Thus, the researchers rejected their null hypothesis:  $H_0$  - Nutritional marketing has no statistically significant effect on the buying attitude of the respondents toward K<sub>19</sub>ookies, which indicates that nutritional marketing has a statistically significant effect on the buying attitude of SHS students toward K<sub>19</sub>ookies.

Furthermore, for this study, a variance of 30.9% and a direct growth of 0.517 is a good value to be at as it shows the effects of how the customers will be eager to buy the enterprise's products. In agreement, Correard and Amrani (2011) suggested that, while marketing plays a significant role in affecting the buying process, there are still other factors to consider like need-want-demand, personal, and environmental factors.

Quantitative data in linear regression showed that nutritional marketing significantly affects the buying attitude of SHS students. This explains why some respondents are involved with the product in their interview answers, and some do not.

Qualitatively, when asked about their knowledge and awareness of the nutritional marketing of K<sub>19</sub>ookies, most respondents said they saw its different forms, discovered how the product benefitted them, and in turn, implied their interest and involvement in the product. However, one respondent answered how they did not see advertisements, heard sales talks, and/or experienced recommendations about K<sub>19</sub>ookies; hence, their response about their personal involvement and buying attitude toward the product showed little to no interest.

Overall, Zarkin and Anderson (as cited in Azman & Sahak, 2014) agree that the use of nutritional information significantly affects the purchasing behavior and attitude of

consumers as they shift away from the unhealthy food categories and lean toward consumption of healthy products. In addition, Aschemann-Witzel and Hamm (2010) also commented on how nutritional products with the right characteristics (e.g., condition-relation, scientifically proven premise, previous product relationship, and information depth) showed high levels of effectiveness.

## CONCLUSION AND RECOMMENDATION

In the wake of the youth's increasing health consciousness trends, the study sought to determine how the SHS students' customer buying attitude, measured by involvement, can be affected by K<sub>19</sub>ookies' nutritional marketing. Based on the qualitative and quantitative analysis of the perception of nutritional marketing and the buying attitude toward K<sub>19</sub>ookies, in general, the researchers have concluded that the students' customer buying attitude increases significantly in the introduction of nutritional marketing, directly proportional way. The results indicate that while other factors might influence the buying attitude, K<sub>19</sub>ookies' nutritional marketing's proposed benefits can convince customers to show interest and a higher level of involvement in the product. The qualitative findings complement the numbers, too, with "negative" statements that relate to a lower level of awareness value and positive statements with high values of awareness. However, ethical implications include factual labeling, and non-misleading claims about nutritional substances, as they effectively manipulate customers' buying attitudes. For the limitations, with the COVID-19 pandemic and the lack of resources accompanying it, the researchers managed to find respondents through convenience sampling, which yielded forty respondents, a low-medium number for the study. Finally, the researchers discovered that nutritional marketing has a significant effect on the buying attitude of SHS students toward K<sub>19</sub>ookies, thus rejecting the study's null hypothesis.

Overall, the study solidified nutritional marketing as a feasible program for UniTreats Co. and other small businesses. Moreover, with the results gathered, the researchers forward the following recommendations. To UniTreats Co., the study has shown the effectiveness of health benefits as a selling point, which can now be used for social enterprise and other

start-up businesses, with special consideration for the legal and expectational repercussions of false health claims. To the respondents, the study has presented how the youthful, health-conscious attitude can be affected by health claims. It is recommended to be vigilant with products that offer the same type of benefits. For future researchers, it is recommended to include other populations, especially those not in the scope of this study: lower-income families, adults, and people with specific health problems related to the product's benefits. Furthermore, the mixed-method research model provided a deeper understanding of the topic, so it is recommended to use it and keep all verified data and information in the study.

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