

ABSTRACT

The consumers of today are well educated and especially graduate students who are not only well informed and knowledgeable but also demand consistent quality in products and innovation, and strive to maintain good health. This study analyses the importance of nutrition information and heart healthy claims affecting the purchasing patterns towards Nestlé's breakfast cereals.

The study focuses on the consumption of breakfast cereals by graduate students (Young Adults) of Assumption University. The objectives were to study the relationship between Heart Health Claims and Nutrition Information on Product Attitude, Nutrition Attitude, Purchase Intention, and Source Credibility of Assumption University's graduate students towards Nestlé's breakfast cereals, in Bangkok. This study also aims at helping the students spend their lives with safe and high quality food products in order to stay fit and healthy.

Eight hypotheses were formulated and Spearman rank correlation was used to test the hypotheses. 384, Self-administered questionnaires were used to collect information required for achieving the research objectives. The respondents selected are graduate students from the three faculties (MBA day and Evening program, Master of Arts in Tourism Management and Master of Science in Counseling Psychology program.).

Research findings depict that; nutrition information has a relationship with product attitude, nutrition attitude, purchase intention and source credibility. Heart healthy claims shows a relationship with product attitude, nutrition attitude and source credibility. However, it depicts no relationship with purchase intention. To improve the health outcomes for the nation, individual consumers' recommendations to Nestle' company managers are that Nestle' company should persuade students and adolescents by the emotive messages of advertising, which play into their developmental concerns related to appearance, self-identity, and belonging. Future research can focus on identifying the food and nutrition needs of certain age level by gathering and evaluating information about what they eat and what they need to eat for health and well being.