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HEALTH CONSCIOUSNESS AND FRONT-OF-PACKAGE LABELING IN HEALTHY SNACK PURCHASING DECISIONS AMONG GENERATION ALPHA PARENTS

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Abstract: This study examines the impact of Health Consciousness on parents' healthy snack purchasing decisions for Generation Alpha children, with front-of-pack labeling (FOPL) as a mediating variable. Using a quantitative survey of 150 parents and analyzed with Partial Least Squares-Structural Equation Modeling (PLS-SEM), the results indicate that Health Consciousness significantly influences purchasing decisions, both directly ($\beta = 0.347$, $p < 0.01$) and indirectly through FOPL ($\beta = 0.248$, $p < 0.05$). FOPL also has a significant positive effect on purchasing decisions ($\beta = 0.407$, $p < 0.01$). These findings highlight that parental Health Consciousness remains a key driver of healthy food choices, while FOPL strengthens decision-making by simplifying nutritional information. This study advances the consumer behavior literature by clarifying the mediating role of FOPL and offers actionable insights for policymakers and marketers to design effective labeling strategies and educational campaigns that promote healthier eating habits among Generation Alpha children.

Keywords: Alpha Generation, Front-of-Pack Labeling, Health Consciousness, Purchase Decision,

1. Introduction

In recent years, attention has increased on children's eating habits. One group in the spotlight is children born in the 2010s and later, known as Generation Alpha. They grew up amidst technological advances and abundant access to information, coupled with an instant lifestyle (McCrindle & Fell, 2020) . Amidst these conditions, snacks have become an integral part of their daily lives (Nugraha et al., 2025) .

This is where the role of parents is very important in determining food choices for children, parents have the responsibility to ensure that what children consume is not only delicious but also safe and healthy (Oktaviana et al., 2018) . Parents who have Health Consciousness tend to be more selective in choosing snack products, considering the nutritional composition, as well as the impact of consumption on children's growth and development (Hoque et al., 2018) . This awareness shows an orientation towards preventing health problems through making wise snack consumption decisions (Won, 2024) .

In recent years, front-of-pack labeling has become a visual aid that can help consumers make healthier decisions (Taillie et al., 2024) . These labels often present key information such as calorie, sugar, salt, and fat content in a simpler, easier-to-understand format (Mazzù et al., 2022) . For health-conscious parents with a basic understanding of nutrition, these labels are helpful in choosing healthy snacks for their children (Cui et al., 2022) .

Although many previous studies have examined the influence of *Health Consciousness* or Front-of-Pack Labeling separately, research examining the mediating role of FOPL in the relationship between *Health Consciousness* and purchasing decisions, particularly in the

context of Generation Alpha parents in Indonesia, is still very limited. Thus, this study is one of the first to explore the mediating mechanism of FOPL in a local context, providing both new theoretical contributions and practical relevance for marketers and policymakers .

Another gap that emerged was the lack of understanding of how the combination of health consciousness and front-of-pack labeling influences can simultaneously influence purchasing decisions, reinforcing the importance of this research. Thus, there are relevant theoretical and practical gaps to be bridged. This study aims to analyze the influence of health consciousness and understanding of front-of-pack labeling on choosing healthy snacks for Generation Alpha children. With a conceptual model that includes these three variables, this study is expected to provide both academic and practical contributions for policymakers and marketers in promoting healthy snacks for Generation Alpha children.

This study examines three key questions. First, what factors drive parents' decisions to purchase healthy snacks for their children? Second, how Health Consciousness and the level of utilization of nutrition labels on front-of-package packaging contribute to this decision-making process? Third, why is it important to examine the relationship between these three variables? Answers to these questions will provide deeper insight into the dynamics of parental decision-making in the context of healthy snack consumption among Generation Alpha children.

Based on the literature review and problem formulation, this study proposes a model that includes one independent variable, namely Health Consciousness, one mediating variable, namely Front-of-Pack Labeling, and one dependent variable, namely the decision to purchase healthy snacks. From this model, this study formulates four main hypotheses that are tested empirically. Tests are conducted to see the direct and indirect effects through the role of mediation. It is hoped that this model can be a tool to understand more deeply how parents, especially those who are health conscious, make decisions when choosing healthy snacks for their children.

This article is structured in five main sections. The first section is an introduction that includes the background, research gaps, and problem formulation. The second section presents a literature review and hypothesis development. The third section outlines the research methods and their discussion. Finally, the fifth section concludes the main findings, explains the theoretical contributions and practical implications, and provides recommendations for further research.

2. Literature Review

2.1 Health Consciousness

Health Consciousness is a person's tendency to focus on health (Kusumaningsih et al., 2019) . Health Consciousness is very important in choosing food, health-conscious parents tend to have a well-being-oriented lifestyle and engage in preventive behaviors such as consuming nutritious foods compared to parents who are not health-conscious (Uyanık et al., 2025) . Parents who have a high level of Health Consciousness tend to be more careful in choosing snacks for their children and show selective consumption behavior. Research by (Lee et al., 2014) shows that parents with a high level of awareness are more likely to read nutritional information, avoid processed foods and consider nutritional value in purchasing decisions.

2.2 Front-of-pack labeling

Front-of-Pack Labeling provides nutritional information to parents on the front of snack packaging, with the aim of making the nutritional content more prominent and easier to understand (Francesco Mazzù et al., 2024) . Nutrition information labels on the front of the

packaging are designed to help parents make healthier food choices by providing easily accessible nutritional information at the time of purchase. Research (Saintila et al., 2025) shows that clear and prominent labels, such as warning symbols or color-coding systems, can influence perceptions and reduce purchasing decisions for unhealthy products. Parents with adequate nutritional knowledge and high Health Consciousness will more easily use the nutrition information label on the front of the packaging as a guide in the decision-making process (Blitstein et al., 2020).

2.3 Purchase Decision

Purchasing decisions are a stage in the consumer decision-making process where consumers purchase products based on their experiences hearing, choosing, and using the product to be consumed (Hatammimi & Pradana, 2022) . In the context of parenting, parents' purchasing decisions for children's snacks not only consider taste preferences but also health aspects, nutritional content, and long-term impacts on child growth (Miquel Vidal & Castellano-Tejedor, 2022).

2.4 Theoretical Model and Hypothesis Synthesis

Based on the literature review, this study proposes a theoretical model that examines the relationship between Health Consciousness as an independent variable, Front-of-Pack Labeling as a mediating variable, and Purchase Decision as a dependent variable. This model aims to understand the mechanism by which parents' Health Consciousness influences their decisions in purchasing healthy snacks for Generation Alpha children, both directly and indirectly through the role of visual information on the label.

Parents with a high level of Health Consciousness are more likely to adopt preventive behaviors in maintaining their children's health, including choosing food products with good nutritional value. They will be more thorough and have a strong intrinsic motivation to purchase healthy snacks, regardless of external aids such as labels. Therefore, it is assumed that the higher the Health Consciousness of parents, the stronger their tendency to make healthy snack purchasing decisions (Talati et al., 2016) . Parents who are aware of the importance of nutritional content in children's food will be more likely to read and understand the information listed on the label. Therefore, this study proposes the following hypothesis:

H1: Health Consciousness has a positive and significant influence on Purchasing Decisions

Furthermore Individuals with high Health Consciousness are typically more interested in and actively seek out health-related information, including nutritional information, on product packaging. They don't view labels as mere decoration, but rather as a critical source of information. Therefore, it is assumed that Health Consciousness will encourage parents to pay more attention to and utilize the information presented on front-of-package labels (Taillie et al., 2024) . Therefore, the following hypothesis is proposed:

H2: Health Consciousness has a positive and significant effect on attention to front-of-pack labeling

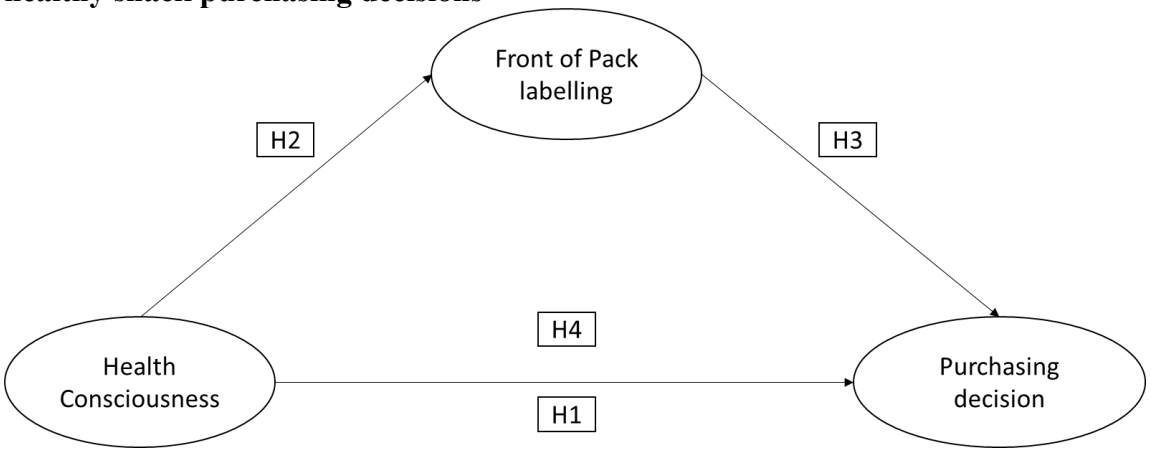
Final, Well-designed front-of-package labels (e.g., using traffic light systems, warnings, or healthy logos) can simplify complex nutritional information, making the product evaluation process easier and faster for parents. This clear visual information is hypothesized to directly

influence final choices at the point of sale, encouraging the purchase of products perceived as healthier. Therefore, the mediation hypothesis is proposed as follows:

H3: Perception of front-of-pack labeling has a positive and significant influence on the decision to purchase healthy snacks

This hypothesis suggests that the relationship between Health Consciousness and purchasing decisions is not simply direct. Part of this influence is mediated through attention to and understanding of front-of-package labels. In other words, Health Consciousness drives parents to read labels, and understanding these labels ultimately leads them to choose healthier products. Thus, front-of-package labels act as a connecting mechanism that translates awareness into concrete action.

H4: Front-of-pack labeling mediates the relationship between health consciousness and healthy snack purchasing decisions



The proposed conceptual model is depicted as a parallel pathway of multiple mediation with a 1-1-1 structure, where health consciousness influences the mediator, which in turn influences the purchasing decision. This model is expected to enhance the psychological and cognitive complexity inherent in parents' snack selection process for their children in an environment full of fast food options.

3. Methods

3.1 Research Design

This research is a quantitative study with a correlational approach, using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis techniques. The purpose of this design is to evaluate the direct and indirect influences between variables and test mediation relationships in the context of healthy snack purchasing decision-making.

3.2 Population and sample

The population in this study were parents with children aged between 5-12 years (Generation Alpha), who resided in suburban areas. The sampling technique used was purposive sampling. With the inclusion criteria of having children aged 5-12 years, being directly involved in purchasing snacks for children and understanding the contents of the nutrition label on snack packaging. The minimum sample size was determined based on the criteria, namely at least 10 times the largest number of indicators in one construct or the largest path in the model to meet the robust PLS-SEM requirements.

3.3 Instruments and Indicators

The instrument used in the questionnaire was based on a Likert scale of 1-10, where 1 means strongly disagree and 10 means strongly agree. This scale was chosen to increase response sensitivity and data variation in explaining consumer behavior.

Variables	Item	Statement	Scale
Health Consciousness (X)	HC1	I really care about my child's health	1-10
	HC2	I am usually aware of my child's health.	
	HC3	I am aware of my child's health condition as I go through the day.	
	HC4	I know if something changes regarding changes in my child's health.	
	HC5	I am responsible for my child's health condition (Uyanık et al., 2025)	
Front-of-Pack labeling (M1)	FOPL1	This label helps me quickly choose healthier products for my child.	1-10
	FOPL2	This label is easy to find on the packaging.	
	FOPL3	This label provides the information I need about the ingredients in healthy snacks for my child.	
	FOPL4	This label makes me feel confident about the product. that I will buy for my child	
	FOPL5	This label provides quick, reliable information about healthy snacks for my child. (Aguenaou et al., 2021)	
Purchase Decision (Y)	PD1	I feel confident when I decide to buy healthy snacks for my child.	1-10
	PD2	I decided to buy healthy snack products because I was interested in the nutritional content of the products.	
	PD3	I decided to buy snack products based on health considerations.	
	PD4	I choose healthy snack products for my child.	
	PD5	I will make repeat purchases of healthy snacks in the future. (Tanjung, 2021)	

The instrument was tested through content validity tests and construct validity tests using the Loading factor value, as well as reliability tests using the Composite reliability Cronbach's Alpha value.

3.4 Data collection technique

The data in this study were collected through a survey method using an online questionnaire distributed online via Google Forms. The instrument used was a closed-ended statement with a Likert scale of 1-10 that measured respondents' perceptions of each variable in the research model. Respondents in this study were parents who have children aged 5-12 years (Generation Alpha), and were selected using purposive sampling techniques based on certain criteria such as involvement in purchasing children's snacks and the ability to understand the questionnaire. Before being distributed, the questionnaire underwent a pretest to ensure the clarity and validity of its content. Distribution was conducted through social media, school groups, and parent community networks over a period of approximately two weeks. This method was chosen to

obtain primary data efficiently, while maintaining accuracy and relevance to the research objectives.

3.5 Data Analysis Techniques

In this study, data analysis was conducted using a Partial Least Squares-based Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS software. The selection of the PLS-SEM technique was based on the model's predictive and exploratory characteristics and is suitable for use in research with complex models involving more than one mediating variable simultaneously. Furthermore, PLS-SEM does not require a very large sample size, making it flexible for use in this study.

The analysis process is carried out in several stages. First, the researcher evaluates how well each indicator represents the construct or variable being measured. This is called measurement model testing. This stage examines, among other things, whether each item in the questionnaire has a sufficiently high correlation with its corresponding variable and whether the construct as a whole is sufficiently valid and internally consistent. After the measurement model is deemed appropriate, the next stage is structural model testing, the main part of the analysis. Here, researchers observe the strength of the relationships between the variables in the model, including whether those relationships are significant.

3.6 Research Ethics

This research was conducted in strict adherence to ethical principles applicable to scientific activities, particularly regarding the involvement of human subjects. This research ensured that every process carried out would not cause any physical or psychological harm to the respondents.

Before distributing the questionnaires, the researchers provided a brief explanation of the aims and objectives of the study to potential respondents. They also emphasized that participation was voluntary, and respondents had the right to refuse or stop completing the questionnaire at any time without any consequences.

In addition, the researcher has also obtained approval from the university where the researcher is based. The instrument validation process, including the development of the questionnaire, was conducted in consultation with the supervising lecturer and received approval before use in the field.

By applying these ethical principles, it is hoped that this research will not only produce findings that are academically useful but also reflect moral responsibility towards the subjects involved in it.

4. Results and Discussion

4.1 Respondent Profile

This study involved 150 respondents who were parents of Generation Alpha children (aged 5-12 years). Based on table 1. The majority of respondents were mothers (87.3%) and 12.7% were fathers, with a dominant age of 30-45 years (60%). The highest level of education was bachelor's degree (S1) at 56.7%. The majority of respondents stated that they were directly involved in purchasing snacks for children and had a sufficient understanding of the nutritional information on the packaging labels.

Table 1. Characteristic of Respondent

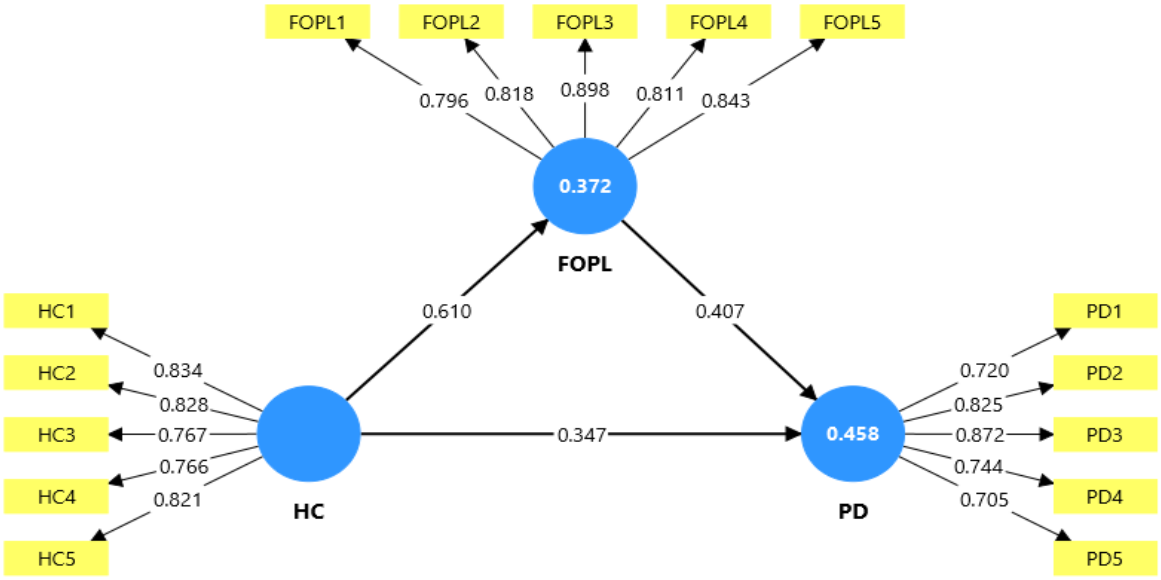
Characteristic	Frequency (n=150)	Percentage (%)
Gender		
Male	15	12,5
Femele	135	87,5
Education		
Junior high school/equivalent	2	1.3
High school/equivalent	47	29,4
Diploma	10	6.3
S1	81	56,9
S2	6	3,7
S3	4	2,5
Number of Children		
1	60	40,9
2	63	42,8
3	20	12,6
4	3	1,9
5	3	1,9

4.2 Validity and Reliability Test

Validity was tested using the Average Variance Extracted (AVE) value, with the criteria of AVE > 0.5. Construct reliability was tested using Composite Reliability (CR), with the criteria of CR > 0.7, and Cronbach's Alpha > 0.7. All variables in this study met these criteria, so the research instrument was declared valid and reliable.

Table 2. Construct Validity Test

Variable	Indicator	Outer Loading	Result
HC1	X1.1	0.831	Valid
HC2	X1.2	0.829	Valid
HC3	X1.3	0.770	Valid
HC4	X1.4	0.767	Valid
HC5	X1.5	0.819	Valid
FOPL1	M1.1	0.796	Valid
FOPL2	M1.2	0.817	Valid
FOPL3	M1.3	0.898	Valid
FOPL4	M1.4	0.811	Valid
FOPL5	M1.5	0.843	Valid
PD1	Y1.1	0.728	Valid
PD2	Y1.2	0.826	Valid
PD3	Y1.3	0.869	Valid
PD4	Y1.4	0.730	Valid
PD5	Y1.5	0.714	Valid



Source: PLS SEM Results, Processed Data (2025)
Figure 1. Construct Validity Results

This table presents the outer loading values for each indicator in the Front-of-Pack Label (FOPL), Health Consciousness (HC), and Purchase Decision (PD) constructs. All values are >0.7, indicating that the indicators are convergently valid for their respective constructs. The Cronbach's Alpha and Composite Reliability values for all variables show values >0.7, which indicates that the research instrument is reliable.

Table 3. Reliability Test

Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Information
0.890	0.900	0.919	0.695	Reliable
0.863	0.863	0.901	0.646	Reliable
0.833	0.841	0.883	0.602	Reliable

Table 3 shows that all Cronbach's Alpha and Composite Reliability (rho_c) values are above 0.7, indicating that all constructs have excellent internal consistency. The AVE value for each construct also exceeds 0.5, indicating that more than 50% of the indicator's variance can be explained by the construct, thus meeting the requirements for convergent validity.

4.3 Structural Model Test Results (Inner Model)

Once the measurement model is declared valid and reliable, the next step is to test the structural model to determine the relationships between constructs. This testing is done by examining the R-squared (R^2) value and path significance through bootstrapping.

Table 4. R-square Test Results

R-square	R-square adjusted
0.372	0.368
0.458	0.450

The R-square value for FOPL of 0.372 indicates that 37.2% of the variance in FOPL can be explained by Health Consciousness. Meanwhile, the R-square value for Purchase Decision of

0.458 indicates that 45.8% of the variance in purchasing decisions can be explained by Health Consciousness and Front-of-Pack Label together.

4.4 Hypothesis Testing

Hypothesis testing was carried out by looking at the path coefficient value and T-statistics value obtained through the bootstrapping procedure with 5000 subsamples.

Table 5. Results of Direct Hypothesis Testing

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
0.407	0.435	0.135	3,008	0.003	Accepted
0.610	0.606	0.113	5,409	0.000	Accepted
0.347	0.328	0.126	2,749	0.006	Accepted

Table 6. Results of Mediation Hypothesis Testing

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Information
0.248	0.266	0.106	2,341	0.019	Accepted (Partial)

The analysis results show that health consciousness has a significant and positive effect on purchase decisions (β = 0.347; p = 0.006). This finding indicates that parents with high Health Consciousness are indeed more likely to choose healthy snacks for their children. This aligns with previous literature that emphasizes the role of Health Consciousness as a key driver in making healthier consumption decisions.

Furthermore, health consciousness was also shown to significantly influence attention to front-of-pack labels (β = 0.610; p = 0.000). Parents who are more health-conscious were found to be more active in paying attention to and using information on packaging labels as part of the product evaluation process. This reinforces the notion that Health Consciousness impacts not only behavior but also how parents process product information.

On the other hand, the front-of-pack label itself also had a significant influence on purchase decisions (β = 0.407; p = 0.003). This means that the presence of informative and easy-to-understand labels can increase consumer trust and accelerate decision-making. Labels serve not only as a source of information but also as a tool that makes it easier for parents to choose products that align with their health values.

Equally important, the mediation test results show that the Front-of-Pack Label acts as a partial mediator between Health Consciousness and Purchase Decision (β = 0.248; p = 0.019). In other words, in addition to its direct impact, Health Consciousness also influences purchasing decisions through increased attention to packaging labels. This finding confirms that labels serve as a bridge that translates awareness into concrete action.

4.5 Discussion

Overall, these findings are consistent with previous studies highlighting the importance of Health Consciousness and the presence of information labels as determinants of healthy purchasing behavior. However, what makes this study particularly valuable is the discovery of a partial mediation mechanism that clarifies how these two variables interact.

The implication is that marketing strategies and public health policies cannot rely solely on a single approach. Simultaneous efforts are needed to raise Health Consciousness while providing easily accessible and reliable information through packaging labels. A synergy between education and good information design will be more effective in encouraging healthy consumption behaviors.

5. Conclusions and Implications

5.1 Conclusion

Based on the analysis and discussion described above, this study concludes that health consciousness has a significant and positive influence on purchasing decisions for healthy snacks among Generation Alpha children. Parents with a high level of health consciousness tend to be more selective and proactive in choosing nutritious snack products, not only based on taste preferences but also considering the long-term impact on children's health. This finding is in line with previous research which confirms that health consciousness is a key driver in healthy consumption behavior (Uyanık et al., 2025) .

Furthermore, health consciousness has also been shown to significantly influence parents' attention to Front-of-Pack Labeling (FOPL). Parents who are more health-conscious tend to be more active in seeking, reading, and utilizing information on packaging labels as part of the product evaluation process. This suggests that Health Consciousness not only drives behavior but also increases cognitive engagement in processing product information.

On the other hand, FOPL itself has a significant direct influence on purchasing decisions. The presence of informative, clear, and easy-to-understand labels, such as traffic light systems or health logos, can increase consumer trust and expedite the decision-making process. Labels serve not only as a source of information but also as a tool that helps parents choose products that align with their health values.

Most importantly, this study successfully identified that FOPL acts as a partial mediator in the relationship between health consciousness and purchase decisions. This means that, in addition to its direct impact, health consciousness also influences purchasing decisions by increasing attention to packaging labels. In other words, packaging labels function as a "bridge" that translates Health Consciousness into concrete actions in choosing healthy products.

Overall, these findings confirm that health promotion and marketing strategies for healthy products must be holistic, not just relying on labels on packaging, but also continuously promoting Health Consciousness through ongoing education and campaigns. The synergy between nutritional literacy, effective information design, and increased health consciousness will be more effective in encouraging healthy consumption behaviors among Generation Alpha parents.

5.2 Theoretical Implications

The results of this study significantly contribute to the development of consumer behavior literature, particularly in the context of family health and purchasing decision-making. The findings regarding the partial mediation mechanism of Front-of-Pack Labeling (FOPL) enrich the theoretical understanding of how cognitive factors (health consciousness) and visual factors (package labels) interact to influence consumer behavior. This study successfully confirms that health consciousness not only has a direct impact on purchasing decisions but also works through an indirect pathway by utilizing visual information on product packaging.

These findings support Information Processing and Planned Behavior theories by demonstrating that Health Consciousness increases attention to product information, which

ultimately influences purchase intentions and behavior. Furthermore, this study strengthens the dual mediation model by demonstrating that both direct and indirect pathways play a significant role in parental decision-making regarding children's food products.

5.3 Practical Implications

The findings of this study have important practical implications for various stakeholders. For businesses and marketers of children's food products, the results suggest the need to present nutritional information more clearly, attractively, and easily understood on the front of packaging. The use of visual aids such as traffic lights, health symbols, or health warnings can increase the effectiveness of nutrition communication. Furthermore, marketing campaigns should not only emphasize product benefits but also educate parents about the importance of balanced nutrition and how to correctly read packaging information.

For governments and policymakers, this study highlights the need for standardization of uniform and informative front-of-package labels and the development of comprehensive nutrition education programs for parents. Policies that promote product information transparency and public health literacy will be more effective in promoting healthy consumption behaviors. Educational institutions and healthcare professionals can also utilize these findings to develop educational modules that help parents make informed and rational purchasing decisions.

5.4 Limitations and Recommendations

Despite its careful design, this study has several limitations that should be acknowledged. First, the sample size, limited to a suburban area, may not fully represent the characteristics of the broader population, including parents in urban and rural areas. Second, the study focused on only one mediating variable (FOPL), while other factors such as price, brand, social influence, nutritional knowledge, or specific food safety concerns may also play an important role in decision-making.

Third, the cross-sectional approach used cannot capture the dynamics of long-term behavioral change. For future research, it is recommended to expand the sample geographically and demographically, adding other mediator or moderator variables such as nutritional knowledge and food safety to understand the evolution of consumption behavior over time. A mixed-methods approach combining quantitative data with in-depth interviews would also provide a more holistic understanding of the motivations and barriers parents face in choosing healthy snacks for their children.

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