

Snack Food

Exploration of Purchase Decision Factors

Preface:

Snack foods are eaten between meals to satisfy cravings or hunger. With rising health awareness, they've become a key part of daily life, leading brands to offer more diverse, health-focused options.

Three Key Factors Influencing Purchase Decisions:



Health Awareness

Prefer natural and organic products; avoid additives and excess sugar.



Brand Consciousness

Trust well-known, reliable, and safe brands.



Perceived Value

Seek a good balance between price and quality; higher value boosts purchase intent.

Conclusion & Recommendations:

(一)Key Survey Findings

- Price and promotions are top priorities, followed by brand and peer recommendations.
- Health labels and ingredients are considered, but not decisive factors.
- Younger consumers prefer innovative flavors and eye-catching packaging.

(二)Health-focused products are on the rise, but price remains the main deciding factor.

(三)Brands are advised to develop low-sugar, additive-free, and organic snacks while strengthening brand image and promotional strategies.

(四)Expanding digital sales, personalized marketing, and eco-friendly packaging can enhance consumer goodwill and purchase intent.

211316 李巧茹 211328 陳羿緋