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Metricized Alimentary: Unveiling the Effects of Nutritional Transparency of Restaurants in Achieving a Salubrious Lifestyle on Consumer Behavior

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ABSTRACT

This study investigates how nutritional transparency affect the health consciousness, health goal congruency, and purchase intention of restaurant consumers within age range 18 to 40 years old in the National Capital Region (NCR, Philippines. This study applied a research design for data collection with quantitative methodology. The profile shows that they were mostly male, single, and full-time students who lived in Marikina City. Crucially, 92.5 percent of respondents considered themselves health conscious. Findings shows that nutritional transparency has a significant positive effect on consumer behavior as the respondents believed that nutrition facts labeling has played an important role in helping them make healthy food choices and inform them of the contents of their meals leading to healthy eating (M=4.17). Perceptions against nutritional transparency were neutral (M=2.76). Moreover, there is high health goal congruency towards nutritional transparency (M=4.17). Purchase intention of respondents has also been found favorable for nutritional transparency as respondents indicated that nutritional transparency impacts their purchasing intentions (M=3.76).

INTRODUCTION

The food consumers worldwide had a significant change in their behavior that was intensified by post-pandemic awareness of physical and mental well-being. Many individuals became more health-conscious. The buying behavior has immensely changed; consumers are now much more mindful of what they eat, paying close attention to nutritional content, the overall quality of the food they consume, and the long-term effects of the food they are eating daily. This is not a sudden trend but a greater control of an individual over their health. Significant evolution in the consumer health and self-care market is evident. In recent years, the demand for preventive health care has grown stronger at its core, a lifestyle that requires disciplined choices in maintaining a healthy habit to prevent illness before it occurs. (Witherington, 2025) Consequently, to a greater extent, that relates to the lifestyle of an individual, the urge for self-care heavily relies on the individual's commitment to achieving a healthy lifestyle. A salubrious in which favors to promote well-being and health, relating to wholesome habits and longevity. (Merriam-Webster Dictionary, 2026). Supporting this perspective, studies have shown that health-promoting behaviors are increasingly evident among students and young consumers, highlighting the importance of conscious lifestyle choices in maintaining overall well-being (Dacay, Rañon, & Culajara, 2024). Furthermore, the role of environmental factors, such as food availability and school settings, significantly influences dietary choices and health outcomes, reinforcing the importance of access to nutritious options in shaping long-term habits (Kezelee *et al.,* 2024).

In the study by MenuSano (2025), nutritional transparency in the food industry is in demand, with food manufacturers, restaurants, and cafes under growing pressure to meet consumers' increasing demand for transparency about nutritional information. The growing awareness of the public about allergens, calories, and macronutrients prompted businesses to adapt and be more competitive in providing accurate and factual nutritional data in restaurants. The brand trust and dining decisions of food consumers are highly influenced by consumer behavior. Additionally, the alignment between the consumers' needs in terms of physical health aspects is considerably linked to health congruence, which discusses how their behavior reacts to what they actually consume.

According to Primus (2022), consumer behavior has significantly changed in line with their consciousness for their health; they don't just simply pay attention to the nutritional values and ingredients themselves, their curiosity sparks restaurants to know where the food they eat is coming from. Demand for nutritional transparency increases, which urges the hospitality industry to provide the traceability of food as it is demanded by consumers. The transparency is a long way in the industry; however, it is not impossible, as many countries have been mandatorily

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implementing this policy, such as in Switzerland, where it is compulsory and has been operated for a few years. In the bottom line, the continuous increase in interest of consumers, it is imperative for most restaurant businesses to deal with the issue of keeping up their operation in providing nutritional transparency across different countries.

Sobaih and Abdelaziz (2022) established that nutritional information available in restaurant menus plays a significant role in increasing buying intentions, their probability to visit a restaurant with nutritional transparency more often, and their desire to recommend the restaurant to others, which proves nutritional transparency to be a direct and measurable stimulus of consumer behavior in the food service industry. The awakening of nutritional information brings light to the awareness of consumers by encouraging them to make healthy food choices.

The World Health Organization (2020) has continuously recognized that acquiring informed choices of food can counter conventional infections of non-communicable conditions like obesity, diabetes, and cardiovascular disease. However, in order for this knowledge to be operationalized, restaurants in the Philippines need to enable access to food information at the point of consumption, which currently is in a mediocre state. Diet plays a significant role in the health and well-being of an individual, where behaviors, beliefs, cultural traditions, and preferences are key factors affecting the habit. Concurrently, the dietary behaviors and preferences of an individual are established from childhood and adolescence, and often extend into adulthood. Further, the government has the vital role to influence the lifestyle of its people to make a healthy food environment accessible to the public for easy adoption among the citizens.

In the Philippine context, in accordance with the Senate of the Philippines (2024), the legislative status of the Nutritional Information Act of 2024 is still pending in the Committee as of May 21, 2024. This Senate Bill Act 2675 was filed last May 15, 2024, by Senator Lito Lapid, as this bill aims to require the disclosure of nutritional information of food service establishments among restaurants on their menus, mainly excluding the MSMEs (micro, small, and medium enterprises), in its initial scope and focused on bigger establishments. On the explanatory note, it was identified that the adults aged 20 and above are overweight or obese for about 12 percent in the year 2022. Notably, it was reported that the highest share of the substantially alarming health issues was found in the National Capital Region (NCR) at 39 percent. Moreover, to address the pressing problems of improper nutrition and obesity among Filipinos, the proposed bill mandates the disclosure of nutritional and caloric information in the menus of the food service industry. In similar studies of Gajete (2026), it was updated that there is a 57.1 percent of overweight or obese Filipinos between the ages of 20-59, which they obtained from the Department of Science and Technology Food and Nutrition Research Institute (DOST-FNRI). Further, the ages of Gen Z are in the year bracket between 1997-2012 (ages 14-29 years old), while Millennials are in the range between 1981-1996 (ages 30-45 years old) (Brunjes, 2026). The consumer behavior conforms to the health-consciousness of Filipinos, as stated in the news by Cahiles-Magkilat (2024), the pandemic brought unprecedented changes, drastically in regard to an individual's health and finances. Millennials and Gen Zs of Filipinos became concerned about financial security, where realization hits in the importance of having an investment for health protection, surfacing the concept of their purchase intention. In addition, in the Philippines, the highest concentration of restaurants is found in the National Capital Region (NCR) due to high urbanization (Rodriguez, 2024).

The voluntary implementation of nutritional transparency in the country is still proceeding; the absence of nutritional information on menus, both directly and indirectly, can concern public health. Ultimately, Quezon City was the first Philippine local government unit to solve this gap in December 2025 in the presence and full support from Quezon City Mayor Joy Belmonte, implementing a first-of-its-kind policy in Southeast Asia, the Calorie Labeling Ordinance, which mandates restaurants across the city to display caloric information on the menus of food establishments, carrying out a variety of rollout phases, (Arnaldo, 2025).

This study aims to analyze how effective the nutritional transparency of restaurants is in achieving a salubrious lifestyle on consumer behavior. By metricizing whether the effect of the disclosure is positive or negative in relation to perceived health goal congruence and purchase intentions of food consumers in restaurants.

LITERATURE REVIEW

Effects of Nutritional Transparency

Nutritional transparency in the food service industry–restaurants empowers consumers to cultivate and adopt healthy eating habits by reinforcing a wellness behavior, fostering a foundation of mutual trust between the provider and consumer in seeking mutual benefits. In the study of Gligoric *et al.* (2021), a longitudinal study was conducted on relationships that have an impact on food choices. When a social group begins to value health and eat regularly with a partner or group that chooses healthy options, they have a higher chance of shifting towards healthy food options. This highlights the power of social influence in nutritional behavior. Nievera (2024) reported in Manila Bulletin that increased awareness of healthy eating among Filipinos supports the role of nutritional transparency in influencing behavior. In the National Capital Region, specifically in Quezon City, they require restaurants, fast food chains, and other food establishments to put calorie counts of food on their menus to support improving the health of their residents. This can be supported by Silva *et al.* (2022), who found that providing nutritional information in a menu helps improve consumer perception, leading to

more responsible eating behaviors while dining. When restaurants share nutritional transparency, customers perceive them as responsible and supportive of healthy living. The study by Rahamat *et al.* (2022) shows that health-conscious consumers have a strong intention to use menu labeling in restaurants when making food choices. Their study suggested that providing nutritional transparency not only assists consumers in maintaining their health goals but also influences their preference in a restaurant that offers menu labeling.

Research by Sobaih & Abdelaziz (2022) suggested that when a nutritional label is utilized, consumers are more likely to purchase healthy foods. Other studies have shown that nutritional labeling in the menu increases the healthy options and positively influences purchase intention among consumers. Erdem (2021) had their field experiment in a restaurant setting to investigate the impact of new menu labels on actual meal purchases by consumers. The study found that providing information on the restaurant menus matters and influences consumers' food choices. Furthermore, according to the study of Wani *et al.* (2025), it is seen that among Gen Z and Millennials, their dietary habits are evolving quickly into positive shifts despite having unhealthy trends; there's a growing significant interest in personalized and organic diets. The nutritional information for dietary purposes relies on the vital role of government policymakers, healthcare professionals, and the food industry in helping to promote healthier eating habits across the country.

H1. Nutritional transparency has a significant positive effect on food consumers' health goal congruence in achieving a salubrious lifestyle.

Perceived Health Goal Congruence

In the case when restaurants display nutritional information, health goal-congruent individuals tend to use it as their guide when choosing meals rather than relying on taste. According to Rahamat *et al.* (2022), health-conscious consumers influence intentions to utilize menu labeling. By applying the theory of planned behavior, their research highlights that providing menu labels in restaurants directly influences purchase behavior. It helps consumers achieve a salubrious lifestyle by making them more aware of what they eat. The presence of nutritional information increases the "health awareness" of diners, who are more likely to prefer long-term health goals over cravings, which encourages individuals to make more health-conscious decisions when selecting food linked to their health goal congruence (Wang *et al.,* 2022). This is relevant to the local report, Buenaventura (2023), which states that 98% of Filipinos adopted healthier habits after the pandemic, making health goal congruence a high standard.

Restaurants with nutritional transparency engage, directly influence, and are supported by consumers through the provision of detailed nutritional transparency. Wiedenroth *et al.* (2024) found that people who engage with high levels of health consciousness are the ones who are more likely to purchase healthier food since they value information transparency that supports informed decisions. Further, adopting this ecological approach will help aid in the design and implementation of interventions to improve the health outcomes of those in greatest need. Furthermore, the Cahiles-Magkilat (2024) reports in Manila Bulletin that Filipinos are at a high in seeking a long-term health goal through informed menu choices. As a result, nutritional transparency affects health goal congruence in consumers in achieving a salubrious lifestyle.

H2. Nutritional transparency has a significant positive effect on restaurant food consumers' perceived health goal congruence in achieving a salubrious lifestyle.

Purchase Intention

Studies show that when providing nutritional transparency on restaurant menus, it affects consumers' purchasing intentions by encouraging them to make healthy food choices. Abbas and Hatch (2024) conducted a systematic review and found that menu labeling in restaurants led to a measurable shift in purchasing behavior, with some studies showing that food consumers chose lower-calorie food options. In addition, in the study of Sobaih & Abdelaziz (2022), it was found that the nutritional information disclosure in menus on fast-food restaurants enhances the food consumers' nutritional awareness and it positively influenced their intention to support and choose a restaurant that provides nutritional transparency on their menus, indicating that this health-related solution can encourage individuals to make informed, healthier food choices. López-Flores *et al.* (2020) found that menu labels serve as a communication tool that helps reduce the consumer's uncertainty at the point of sale, making the consumer finalize a better food purchase.

Nutritional transparency makes consumers feel that their food choices are aligned with their personal health goals. Furthermore, García-Salirrosas *et al.* (2025) discovered that consumers seek restaurants that not only meet their food needs but also support their long-term health goals. Abbas and Hatch (2024) found that restaurants that offer menu labels influence consumers' food choices by encouraging them to have healthier purchasing behavior. Moreover, according to De Vera (2024), rising health costs are harming young Filipinos through shifting buying intentions toward preventative healthy restaurant selections, mainly driven by financial security and preventive care for health. Match with the findings of Kim *et al.* (2024), the high scores in our survey (Table 9) show that when a restaurant is honest about its nutrition, it acts as a 'trust builder.' This removes the fear that the restaurant is hiding something. It gives the customer clear information they need to make smart choices and stay on track with their healthy lifestyle. Lastly, the U.S. Centers for Disease Control and Prevention (2024) said that food literacy is important to predict whether a consumer will make a purchase intention after reading a menu. Therefore, by understanding nutritional transparency,

consumers' purchase intentions will have a positive effect on healthy food choices.

H3. Nutritional transparency positively affects restaurant food consumers' purchase intentions.

Statement of The Problem

Certain local government units within the National Capital Region have enacted their own mandates requiring restaurants to impose nutritional transparency. While the current state of its implementation is not widely regulated in the Philippines and is on a voluntary basis, there is no national policy to compel food establishments to provide nutritional information on their menus. Therefore, its regulation is not commonly studied and empirically proved in the context of consumer behavior. Although nutritional transparency is increasingly being adopted in selective food establishments, there is limited evidence on the influence of nutritional transparency on the behavior, perceptions, and intentions of restaurant food consumers. While there are also alarming non-communicable disease cases, it is timely relevant to explore other preventive measures. Increasing health awareness of the consumer is overtaking the buying behavior, in that consumers increasingly prefer purchasing products that are in line with their own health objectives. A strong tendency towards a healthy lifestyle is observed in Gen Z and Millennials, but the information necessary to maintain a healthy lifestyle is still mostly unavailable in most restaurants. Further, this study aims to address the following research questions:

1. What is the effect of a restaurant's nutritional transparency in achieving a salubrious lifestyle?
2. To what extent does nutritional transparency influence a restaurant food consumer's perceived health goal congruence in achieving a salubrious lifestyle?
3. How does nutritional transparency influence restaurant food consumers' purchase intentions toward a restaurant?

MATERIALS AND METHODS

Research Locale

This research study will be conducted in the National Capital Region (NCR), Philippines, targeting the food consumers in this region. The NCR has the highest percentage where residents are purchasing healthy food options more frequently, reaching 84 percent (Garcia, 2023). A research study conducted by Rodriguez (2024), a market research analyst, says that in the National Capital Region and other urban areas, it continues to have a major share of top restaurants due to rapid urbanization. According to Manila Bulletin, Filipinos aged between 18 and 39 are getting sick too often due to a lack of health awareness and actual healthy behavior (De Vera, 2024). In this situation, the NCR or Metro Manila is an ideal setting for analyzing the influence of nutritional transparency in achieving a salubrious lifestyle, which varies according to restaurant food consumer behavior and intentions.

Conceptual Framework

The Stimulus-Organism-Response (S-O-R) is the conceptual framework that is used in this research. According to PhD Assistance (2026), it is a classic theory based on the stimulus–response mode, where this procedure was the first model to understand the buyer behavior of consumers relating to the consciousness and purchase decisions of the buyers. This model has three variable processes: stimulus, organism, and response. The researchers decided to use this model to be able to extract the respondents' behaviors, perceptions, and intentions towards analyzing the effects of a restaurant's nutritional transparency in achieving a salubrious lifestyle. Using this stimulus-response framework has practical applications relating to consumer behavior that can effectively showcase how their insights into nutritional transparency can positively or negatively achieve a salubrious lifestyle.

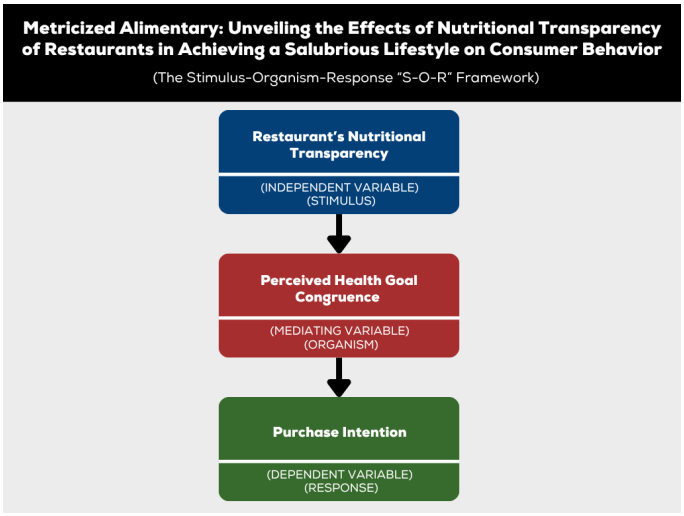

Figure 1: The Stimulus-Organism-Response "S-O-R" Framework

Frame 1 - Restaurant's Nutritional Transparency (Independent Variable - Stimulus). This frame represents

the external environmental factor where the research will determine how varying degrees of a restaurant's nutritional transparency serve as a stimulus for food consumers.

Frame 2 - Perceived Health Goal Congruence (Mediating Variable - Organism). The research will analyze how food consumers process the restaurant's nutritional transparency and whether it positively or negatively matches their personal identity and salubrious lifestyle goals.

Frame 3 - Purchase Intention (Dependent Variable - Response). The research will measure the resulting intent behavior, specifically, the likelihood of food consumers purchasing from a restaurant that provides nutritional transparency, which is influenced positively or negatively.

Sampling Method

The study will utilize the purposive sampling method in selecting participants from the National Capital Region, an ideal survey location, as it is the official capital region in the Philippines that will ensure a demographically diverse sample of restaurant food consumers. A sample size of 200 respondents was decided in establishing a feasibility data collection that can statistically provide significant results. The target population consists of Millennials and Generation Z, specifically focused on individuals of legal age ranging from 18 to 40 years old who are health-conscious.

Data Gathering Procedure

The primary focus of the data collection will be on the online procedure. In reaching the target population, the research instrument will be distributed across various social media platforms, specifically Facebook and Instagram, including the utilization of relevant available online community groups. The digital recruitment phase will also be supplemented by physical outreach in a span of one week. This involves the on-site administration where the survey is distributed across key strategic locations. In eliminating the potential response bias and to preserve the voluntary nature of the study, no incentives or rewards will be given to the participants. Throughout the data gathering, researchers will perform daily monitoring of the data inflow to guarantee the reach of the target 200 respondents quota and achieve a data quality with integrity standards. The survey questionnaire used in this research was validated by a statistician.

Instrument

The research tool that will be used is the online survey through Google Forms, whereas the link will be disseminated to social media platforms, and the physical involvement will utilize a QR code to let the respondents scan and access the assessment tool online. The researchers created a questionnaire that aims to generate quantitative results through a Likert scale; survey questions are adapted to existing research and the collection of information, including personal data, which will be strictly used for the sole purpose of this study. There are three sections included in the research survey, which include the pre-qualifying, demographic, and main survey questions. This will be able to strengthen the credibility of the study through filtering the target population down to the actual sample. All participants who did not meet the qualification criteria will be automatically redirected to an exit page.

Statistical Treatment of Data

Once the data collection is completed, all responses will be compiled, organized, and analyzed by statistician. For each research question, the Likert-scale responses will be interpreted using descriptive statistical methods, such as weighted means and standard deviations. By using statistically sound techniques to convert raw responses into actionable insights, this quantitative approach will guarantee a reliable data interpretation. Below is the mean and standard deviation data interpretation guide:

Scope and Limitations

Table 1: Likert-scale Chart

Scale	**1**	**2**	**3**	**4**	**5**
Verbal Interpretation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Mean Range	1.00 - 1.80	1.81 - 2.60	2.61 - 3.40	3.41 - 4.20	4.21 - 5.00
Standard Deviation Range	< 1.00 (High Consensus)		1.01 – 1.50 (Moderate Consensus)	> 1.51 (Low Consensus)	

The impact of nutritional transparency on restaurant food consumers' intentions and actions toward leading a healthy lifestyle is the main focus of this study. Research that examines the effectiveness of the nutritional transparency by analyzing the three variables, whether consumers respond to it positively or negatively. The research specifically targets 200 restaurant food consumers from the National Capital Region (NCR) who are aged 18 to 40 years old to ensure statistically significant results.

The study is limited to examining intentions and behaviors, excluding the effects of nutritious meals and the specific nutritional information concepts. Given that the majority of researchers reside in Marikina City, it is anticipated that the majority of respondents will be from this municipality. The findings do not fully represent the consumer behavior of all Philippine citizens. Other external or internal influencing factors are explicitly not mentioned and will not be examined. Furthermore, this research does not guarantee improved health outcomes or provide solutions regarding consumer intentions and

behavior.

RESULTS AND DISCUSSION

This section presents the findings of the study based on the collected data, which includes the statistical analysis. The results are summarized in tables for clarity and best representation.

Table 2 indicates that the majority of the respondents are within the range of 18-23 years old (157 out of 200, 78.5%), followed by the range of 24-29 years old (25 out of 200, 12.5%), and lastly is a tie, the range of 30-35 years old (9 out of 200, 4.5%) and 36-40 years old (9 out of 200, 4.5%).

Table 3 indicates that the majority of respondents are male (115 out of 200, 57.5%). Meanwhile, the remaining individuals are female (85 out of 200, 42.5%).

Table 4 reveals that the majority of respondents are single (176 out of 200, 88.0%). This is followed by those married (19 out of 200, 9.5%). A small portion of other civil statuses is identified (5 out of 200, 2.5%).

Table 5 shows that the largest group in accordance with employment status is full-time students (116 out of 200, 58.0%), ranking first. This is followed by working students (26 out of 200, 13.0%), and those employed full-time (22 out of 200, 11.0%). The remaining employment status is distributed in those who are unemployed (16 respondents out of 200, 8.0%), self-employed (13 respondents out of 200, 6.5%), and employed part-time, which represents the smallest group (7 respondents out of 200, 3.5%).

Table 6 reveals that the largest concentration of participants is located in Marikina (103 out of 200, 51.5%), followed by Quezon City (25 out of 200, 12.5%) and Manila (14 out of 200, 7.0%). Other notable segments of area are Pasig (5.0%), Caloocan (4.5%), and Taguig (3.5%). While the remaining participants are residing and distributed across nine other cities, these are Makati, Muntinlupa, Mandaluyong, Valenzuela, Las Piñas, Navotas, Parañaque, Pasay, and San Juan, and represent the smaller segments of the sample, ranging from 2.5% down to 1.0%.

Table 2: Distribution of Respondents According to Age

Age	Frequency	Percentage	Rank
18- 23 years old	157	78.5%	1
24-29 years old	25	12.5%	2
30-35 years old	9	4.5%	3
36-40 years old	9	4.5%	3

Table 3: Distribution of Respondents According to Sex

Sex	Frequency	Percentage	Rank
Male	115	57.5%	1
Female	85	42.5%	2

Table 4: Distribution of Respondents According to Civil Status

Civil Status	Frequency	Percentage	Rank
Single	176	88.0%	1
Married	19	9.5%	2
Other status	5	2.5%	3

Table 5: Distribution of Respondents According to Employment Status

Employment Status	Frequency	Percentage	Rank
Full-time Student	116	58.0%	1
Self-Employed	13	6.5%	5
Unemployed	16	8.0%	4
Working Student	26	13.0%	2
Employed (Full-time)	22	11.0%	3
Employed (Part-time)	7	3.5%	6

Table 7 presents how the respondents perceived themselves, whether they are health-conscious or not. The data indicate that the majority of the participants are health-conscious (185 out of 200, 92.5%), individuals who value and prioritize their health. In contrast, a small segment of the sample perceived that they are not conscious of their health (15 out of 200, 7.5%).

Table 8 presents that the mean of positive effect is 4.17 and standard deviation of 0.92 with high consensus interpretation. Conversely, the data shows in negative

Table 6: Distribution of Respondents According to City Residency in Metro Manila

City Residency in Metro Manila	Frequency	Percentage	Rank
Caloocan	9	4.5%	5
Las Piñas	3	1.5%	9
Makati	5	2.5%	7
Mandaluyong	4	2.0%	8
Manila	14	7.0%	3
Marikina	103	51.5%	1
Muntinlupa	5	2.5%	7
Navotas	3	1.5%	9
Parañaque	3	1.5%	9
Pasay	3	1.5%	9
Pasig	10	5.0%	4
Quezon City	25	12.5%	2
San Juan	2	1.0%	10
Taguig	7	3.5%	6
Valenzuela	4	2.0%	8

Table 7: Self-Perceived Health Consciousness of the Respondents

Self-Perceived Health Consciousness	Frequency	Percentage	Rank
Yes	185	92.5%	1
No	15	7.5%	2

Table 8: Effect of Nutritional Transparency

Effect of Nutritional Transparency	Mean	Standard Deviation	Interpretation
Positive Effect	**4.17**	**0.92**	**Agree**
Nutritional information on restaurant menus helps me make healthier food choices than I otherwise would.	4.18	0.90	Agree
When nutrition information is available, I am better informed about the nutritional value of my meal choices.	4.25	0.88	Strongly agree
The availability of nutrition information encourages me to eat healthy foods more regularly.	4.14	0.92	Agree
Seeing nutrition information on menus makes me feel more capable of sticking to healthy eating habits.	4.16	0.94	Agree
Nutritional transparency in restaurants helps me achieve a salubrious (healthier) lifestyle overall.	4.14	0.96	Agree
Negative Effect	**2.76**	**1.26**	**Neutral**
I find it easy to maintain my health without focusing on nutritional transparency.	2.59	1.16	Disagree
My approach to a healthy lifestyle does not heavily depend on the availability of nutritional transparency.	2.81	1.20	Neutral
I sometimes find that excessive nutritional data complicates my food choices rather than simplifying them	2.80	1.28	Neutral
Access to nutritional information typically has a minimal effect on my daily eating habits.	2.73	1.26	Neutral
A healthy lifestyle can be achieved regardless of how much nutritional transparency is provided.	2.88	1.36	Neutral
Net Effect	**1.41**		**Positive Effect is Higher**

Mean Range Scale: 1.00-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), and 4.21-5.00 (Strongly Agree). Standard Deviation Scale: SD < 1.00 (High Consensus), SD 1.01 – 1.50 (Moderate Consensus), and SD > 1.51 (Low Consensus).

effect has a mean of 2.76 and standard deviation of 1.26 with moderate consensus. Having a combinate net effect of 1.41 indicating that the positive effect is higher.

Table 9 presents that the mean of positive effect is 4.17 and standard deviation of 0.87 with high consensus interpretation. Conversely, the data shows in negative effect has a mean of 2.41 and standard deviation of 1.16 with moderate consensus. Having a combinate net effect of 1.71 indicating that the positive perception is higher.

Table 10 presents that the mean of positive effect is 3.76 and standard deviation of 1.12 with moderate consensus interpretation. Conversely, the data shows in negative

Table 9: Perceived Health Goal Cogruence

Perceived Health Goal Cogruence	**Mean**	**Standard Deviation**	**Interpretation**
Positive Effect	**4.17**	**0.87**	**Agree**
The availability of nutritional information makes it easier for me to identify meals that align with my personal health goals.	4.18	0.88	Agree
Nutritional transparency on menus is a vital tool for me in achieving a salubrious (healthy) lifestyle.	4.12	0.84	Strongly agree
Providing nutritional details on the menu helps me stay accountable to my daily health and dietary targets.	4.16	0.82	Agree
When nutritional information is present, I tend to switch from my usual choices to healthier meal options.	4.07	0.91	Agree
When nutritional information is present, I tend to switch from my usual choices to healthier meal options.	4.07	0.88	Agree
Negative Effect	**2.41**	**1.16**	**Disagree**
The nutritional information currently provided often does not align with my personal health objectives.	2.48	1.11	Disagree
I feel that nutritional transparency is largely irrelevant to my specific, day-to-day health goals.	2.43	1.19	Disagree
Nutritional transparency does not help me effectively track progress toward my long-term health goals.	2.37	1.18	Disagree
I do not feel that the available nutritional information supports my personal pursuit of a healthier lifestyle.	2.36	1.16	Disagree
I often experience a disconnect between the nutritional transparency offered and my actual dietary needs.	2.41	1.18	Disagree
Net Effect	**1.71**		**Positive Perception is Higher**

Mean Range Scale: 1.00-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), and 4.21-5.00 (Strongly Agree). Standard Deviation Scale: SD < 1.00 (High Consensus), SD 1.01 – 1.50 (Moderate Consensus), and SD > 1.51 (Low Consensus).

Table 10: Purchase Intention

Purchase Intention	**Mean**	**Standard Deviation**	**Interpretation**
Positive Effect	**3.76**	**1.12**	**Agree**
I am more likely to buy from a restaurant if I can see the nutritional information on their menu.	4.05	0.89	Agree
I feel more confident choosing what to order when a restaurant includes nutritional details on the menu.	4.09	0.86	Agree
I prefer dining at restaurants that are transparent about the nutritional value of the food they served.	4.06	0.86	Agree
I am more inclined to visit a restaurant again if they consistently provide nutritional information on their menu.	3.99	0.92	Agree
Nutritional transparency will be a key factor I use when deciding which restaurant to eat at.	3.97	0.96	Agree
Negative Effect	**2.51**	**1.19**	**Disagree**

The presence of nutritional transparency does not increase my likelihood of purchasing food at a restaurant.	2.41	1.14	Disagree
I will rarely consider whether a restaurant offers nutritional information when deciding where to dine.	2.51	1.20	Disagree
The availability of nutritional data does not make me more likely to visit a restaurant more often.	2.55	1.16	Disagree
I am not willing to pay a higher price for meals at restaurants simply because they offer nutritional transparency.	2.60	1.25	Disagree
The availability of nutritional information does not increase my trust in a restaurant enough to influence my purchase.	2.49	1.20	Disagree
Net Effect	**1.25**		**Positive Influence is Higher**

Mean Range Scale: 1.00-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), and 4.21-5.00 (Strongly Agree). Standard Deviation Scale: SD < 1.00 (High Consensus), SD 1.01 – 1.50 (Moderate Consensus), and SD > 1.51 (Low Consensus).

effect has a mean of 2.51 and standard deviation of 1.19 with moderate consensus. Having a combinate net effect of 1.25 indicating that the positive influence is higher.

Discussion

Table 2: Distribution of Respondents According to Age

Table 2 indicates that the majority of the respondents are within the range of 18-23 years old (157 out of 200, 78.5%), followed by the range of 24-29 years old (25 out of 200, 12.5%), and lastly is a tie, the range of 30-35 years old (9 out of 200, 4.5%) and 36-40 years old (9 out of 200, 4.5%). This confirms that all participants of this research are of legal age. Furthermore, although the data is presented in four distinct age brackets, the thematic clustering reveals a significant generational concentration. Specifically, 91% of the survey participants fall within the age range of Gen Z, in the bracket of 18-29 years old. In contrast, the age bracket of 30-40 years old has a concentration of 9% representing Millennials.

Table 3: Distribution of Respondents According to Sex

Table 3 indicates that the majority of respondents are male (115 out of 200, 57.5%). Meanwhile, the remaining individuals are female (85 out of 200, 42.5%). The data indicate a higher participation rate among males compared to females.

Table 4: Distribution of Respondents According to Civil Status

Table 4 reveals that the majority of respondents are single (176 out of 200, 88.0%). This is followed by those married (19 out of 200, 9.5%). A small portion of other civil statuses is identified (5 out of 200, 2.5%). These results suggest that the respondent is dominantly composed of a single individual.

Table 5: Distribution of Respondents According to Employment Status

Table 5 shows that the largest group in accordance with employment status is full-time students (116 out of 200, 58.0%), ranking first. This is followed by working students (26 out of 200, 13.0%), and those employed full-time (22 out of 200, 11.0%). The remaining employment status is distributed in those who are unemployed (16 respondents out of 200, 8.0%), self-employed (13 respondents out of 200, 6.5%), and employed part-time, which represents the smallest group (7 respondents out of 200, 3.5%). The results indicate that the majority of the survey participants are currently engaged in academic pursuits.

Table 6: Distribution of Respondents According to City Residency in Metro Manila

Table 6 reveals that the largest concentration of participants is located in Marikina (103 out of 200, 51.5%), followed by Quezon City (25 out of 200, 12.5%) and Manila (14 out of 200, 7.0%). Other notable segments of area are Pasig (5.0%), Caloocan (4.5%), and Taguig (3.5%). While the remaining participants are residing and distributed across nine other cities, these are Makati, Muntinlupa, Mandaluyong, Valenzuela, Las Piñas, Navotas, Parañaque, Pasay, and San Juan, and represent the smaller segments of the sample, ranging from 2.5% down to 1.0%. This data confirms that all of the respondents are from the areas in the National Capital Region, with a significant majority originating from the City of Marikina.

Table 7: Self-Perceived Health Consciousness of the Respondents.

Table 7 presents how the respondents perceived themselves, whether they are health-conscious or not. The data indicate that the majority of the participants are health-conscious (185 out of 200, 92.5%), individuals who value and prioritize their health. In contrast, a small segment of the sample perceived that they are not conscious of their health (15 out of 200, 7.5%). This overwhelming majority of health-oriented individuals provides supporting evidence that Gen Z and Millennials have a positive shift towards health awareness, crucial for the context of the study, as it aligns the participants' personal values with the potential impact of the restaurants' nutritional transparency.

Table 8: The Effect of Nutritional Transparency

Table 8 presents that nutritional transparency has a profound and positive impact on restaurants' food consumers' pursuit of a salubrious lifestyle. The

Positive Effect category produced a high composite mean of 4.17 (Agree), with the highest individual score rating ($x\square$ = 4.25), indicating that the respondents strongly agree they are "better informed" about their meal choices when there is nutritional transparency in the restaurants. This demonstrates an alignment with the S-O-R framework, where it is confirmed that the disclosure of nutritional information acts as a powerful stimulus that successfully bridges the gap between dining and informed healthy dietary food consumption. This signifies the empowerment of nutritional transparency to food consumers, where there are clear and necessary cognitive tools provided.

Furthermore, in the Negative Effect Category, it shows that there is a much lower composite mean of 2.76 (Neutral). It is notable, referencing the score rating of ($x\square$ = 2.59), that the participants disagreed with the statement that they could easily maintain their health without focusing on nutritional transparency. This suggests that they perceived this information as a requirement for success, not as a burden. This significantly manifests that nutritional transparency in restaurants removes the guesswork in decision making and further enhances the relationship of the achievement of a "salubrious" lifestyle considerably, for the 91% of the sample demographics consists of Generation Z and Millennials.

Ultimately, the Net Effect of 1.41 underscores the significant value of menu labelling in the context of the Philippine urbanized area, specifically in the National Capital Region. These findings strengthen the optimistic outlook for a health-conscious population, credibly having the 92.5% of the respondents identified as health-conscious individuals, illustrating that a high level of agreement on the respondents' "capability to stick to healthy habits" ($x\square$ = 4.16) implies that nutritional transparency increases the likelihood of individuals to develop a salubrious (healthier) lifestyle. In Metro Manila, the preventive measures for health diseases, nutritional transparency in restaurants, is a vital environmental enabler that translates health awareness into a healthy and actionable response among young adults in the region.

Moreover, for Positive Effects, it is noted that the results of the data provided by respondents are unified, which implies that the restaurants' nutritional transparency helps them as food consumers to achieve a salubrious lifestyle by having a low Standard Deviation of ($\square$ = 0.92). Conversely, it is calculated that there is a higher Standard Deviation for Negative Effects ($\square$ = 1.26), which represents a moderate consensus where the opinions of the respondents are scattered or neutral, whether the nutritional information in restaurants complicates their decision-making process.

Table 9: Perceived Health Goal Congruence

Table 9 shows how nutritional transparency affects consumers' perceived health goal congruence. The data clearly shows that the information provided by restaurants and the personal health objectives of the respondents match well with what they are trying to achieve for their health. The Positive Influence section has a mean of 4.17, which means people agree that nutritional transparency is not just available but is also useful in helping them make better choices. In particular, the highest mean score ($x\square$ = 4.18) shows that it is accessible for consumers to find meals that are suitable for their health goals when nutritional information is being provided. This indicates that labeling can help consumers to associate what they want for their health and what they actually choose to eat. On the other side, the Negative Influence section acquired a composite mean of 2.41 (Disagree). This score demonstrates that the majority of the respondents do not find the nutritional information irrelevant or unhelpful. Particularly, they disagreed with the basis that there is a gap between the labels and their daily needs. It received a mean of 2.41 (Disagree), which means that people see the information as relevant and helpful. For young adults in the National Capital Region, this congruence is important in helping them stay responsible for their health ($x\square$ = 4.16), as transparency reminds them to make better choices.

The Net Effect of 1.71, which is the highest so far, shows that the positive effects of goal congruence are much stronger than the negative complications. The high agreement on consumers' "switching from usual choices to healthier options" ($x\square$ = 4.07) shows that consumers are changing their behavior by this congruence. In the Metropolitan – National Capital Region, where dining is common, nutritional transparency is a big factor that encourages health-conscious individuals to stay on track with their long-term health goals.

Lastly, the Standard Deviation results show that the majority of the respondents share similar opinions. The Positive Influence has a low dispersion of Standard Deviation ($\square$ = 0.87), which means there is a strong agreement that consumers will imply nutritional transparency to help achieve their goals. The Negative Influence section has a slightly higher Standard Deviation of ($\square$ = 1.16); still, "Disagree" remains constant. This assists the conclusion that nutritional transparency is effective in helping consumers close the gap between wanting a salubrious lifestyle and choosing healthier meals.

Table 11 highlights the purpose of nutritional transparency in conveying a buying intent to consumers with an elevated health level in a restaurant. The results also indicate that there is an alternative to establishments that highlight the acknowledgement of findings. The beneficial effect classified scored 3.76 (Agree), which means that the element of transparency is a driving force to consumer patronizing. It is compelling to note that the mean value with the estimable ($\bar{x}$ = 4.09) argues that the participants feel more self-assured in their capacity to make alternatives about what to order when provided with nutritional information. In relation to the S-O-R model, it suggests that nutritional transparency is an instrument of assurance that diminishes the estimated risk and directly

Table 11: Purchase Intention

Purchase Intention	Mean	Standard Deviation	Interpretation
Positive Effect	**3.76**	**1.12**	**Agree**
I am more likely to buy from a restaurant if I can see the nutritional information on their menu.	4.05	0.89	Agree
I feel more confident choosing what to order when a restaurant includes nutritional details on the menu.	4.09	0.86	Agree
I prefer dining at restaurants that are transparent about the nutritional value of the food they served.	4.06	0.86	Agree
I am more inclined to visit a restaurant again if they consistently provide nutritional information on their menu.	3.99	0.92	Agree
Nutritional transparency will be a key factor I use when deciding which restaurant to eat at.	3.97	0.96	Agree
Negative Effect	**2.51**	**1.19**	**Disagree**
The presence of nutritional transparency does not increase my likelihood of purchasing food at a restaurant.	2.41	1.14	Disagree
I will rarely consider whether a restaurant offers nutritional information when deciding where to dine.	2.51	1.20	Disagree
The availability of nutritional data does not make me more likely to visit a restaurant more often.	2.55	1.16	Disagree
I am not willing to pay a higher price for meals at restaurants simply because they offer nutritional transparency.	2.60	1.25	Disagree
The availability of nutritional information does not increase my trust in a restaurant enough to influence my purchase.	2.49	1.20	Disagree
Net Effect	**1.25**		**Positive Influence is Higher**

promotes the process of making a decision.

Furthermore, such findings signal brand preference, and repeat customers are fostered by clarity. There was a high probability of revisit intention that consistently shows nutritional information ($\bar{x}$ = 3.99), and clarity was cited as one factor when selecting where to dine ($\bar{x}$ = 3.97). This indicates nutritional transparency is no longer a combined nutrient content among young adults in Metro Manila, but one of the aggressiveness of restaurants that want to tap into the health-conscious market.

Under the Harmful Influence, the compound mean of 2.51 (Disagree) validates the favorable effect of transparency. Significantly, the participants refrained from agreeing with the statement that the attainability of nutritional information ceases to heighten their level of reliance in a restaurant ($\bar{x}$ = 2.49). This indicates that clarity and buyer's integrity are explicitly interrelated, and this is one of the essential factors in the structure of the long-term buying intent. Additionally, the friction with the statement about the unwillingness to pay a higher price ($\bar{x}$ = 2.60) is also a suggestion of the possible superior quality that health-oriented individuals would associate with dietary transparency.

To conclude, the overall impact of 1.25 verifies the truth that the significant contribution to the buying intent is considerably surpassing the recognized negative or neutral detachment. Although the Standard Deviation of the facilitating factor category is a bit more than in the earlier tables ($\boldsymbol{\sigma}$ = 1.12), the comprehensive analysis is securely in the Agree domain. This signifies that the component of personal forces to visit a restaurant may evolve over time, but accessibility of nutrition information is a coherent, intensive drive that will turn health literacy of a consumer into a buying decision. Besides, the adverse influence category developed a standard deviation ($\boldsymbol{\sigma}$ = 1.19), which was also fair concurrence. This demonstrates that a majority of participants were consistent in their criticism of the inadequate statements, which furthermore advocates the accuracy of results.

CONCLUSIONS

The study shows that nutrition labels on food has an effect on how people buy food and what they are think about it. The people who took part in the research really liked the idea that the nutrition labels on food make it easy for them to choose the food they want to eat. They are really liked that the idea that nutrition labels make it easy for them to choose food and they gave it a high score of 4.12. The numbers also show that nutrition labels are helpful for people who want to be healthy make choices and buy the right food.

It turns out that a lot of people 92.5% of Gen Z and Millennial consumers care about their health, which

means that restaurants should have healthy food options with proper nutrition labels. Nutrition labeling is important, for nutrition labeling to help people achieve their health goals and make purchasing decisions about nutrition labeling.

Recommendations

The Restaurants should really think about what are the information about calories and stuff on their menus. This is because a lot of people who eat out are getting more careful about what they eat. When restaurants do this people are more likely to trust them and keep going

The people who make rules might also think about making laws that say restaurants have to tell people what is in their food. This can help people in general be healthier. In the future people who study this stuff should look at what happens in places not just the National Capital Region. They should also see what happens over a time to really know if telling people what is in their food makes a difference, in what they choose to eat.

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