Likelihood of taking recommended dietary preventive health action (A)

Perceived threat of disease “X” (C)

Perceived diet effectiveness (G)

Perceived barriers to healthy eating (D)

Health motivation (E)

Perceived barriers to healthy eating (D) → Likelihood of taking recommended dietary preventive health action (A)

Perceived diet effectiveness (G) → Likelihood of taking recommended dietary preventive health action (A)

Perceived threat of disease “X” (C) → Likelihood of taking recommended dietary preventive health action (A)

Health motivation (E) → Likelihood of taking recommended dietary preventive health action (A)

Consumers’ health ability (education, age, knowledge about nutrition, income) (F) → Likelihood of taking recommended dietary preventive health action (A)

Perceived susceptibility to disease “X”

Perceived seriousness (severity) of disease “X” (B)