Content claims and impacts on consumers: A review

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Overview

- Introduction
- Previous FSANZ research
- Literature review
- Conclusions
Protein
Super wholegrains for balance, shape and energy release

Honey toasted barley flakes with soy and amaranth

- High protein
- Excellent source of fibre
- Contains antioxidants
- Low GI
- Low salt
- Wheat free
- GMO free
FSANZ 2007 Research

• Does the presence of a nutrition content claim affect consumers’:
  – intentions to purchase the product?
  – perceptions of the healthiness of the product?
FSANZ 2007 Research

• Telephone survey, with 3-dimensional product stimuli
• Breakfast cereal and a sweet biscuit product
• Respondents randomised to control group or a treatment group
Golden Flakes
A GOLDEN START TO YOUR DAY

Reduced sugar.* 25% less sugar compared to our regular Fruity Roundels.

No added sugar.
Purchase intention

FSANZ. 2008. Impact of nutrition content claims on consumer purchase intention, nutrition attitude and health benefits
Nutrition attitude

FSANZ. 2008. Impact of nutrition content claims on consumer purchase intention, nutrition attitude and health benefits
Literature Review

• Do nutrition content claims:
  – Influence nutrition perceptions?
  – Influence health perceptions?
  – Influence purchase intentions or choices?
  – Influence purchases or consumption?
## Study Types

<table>
<thead>
<tr>
<th>Study Type</th>
<th>No. of Studies</th>
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<tbody>
<tr>
<td>Discrete choice experiments</td>
<td>8</td>
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<tr>
<td>Sales data studies</td>
<td>2</td>
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<td>Rating experiments</td>
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<td>Self-report surveys</td>
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<td>Qualitative studies</td>
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<td>Literature reviews</td>
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<tr>
<td>Miscellaneous</td>
<td>2</td>
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</tbody>
</table>
Discrete choice experiments

Sales data studies

Low calories
Low fat

How likely would you be to buy this product next time you go to the supermarket?
Rating experiments

Other studies

• Self-report surveys
• Qualitative studies
• Literature reviews
• Miscellaneous
Findings

• Varied across and within study types
• Rating experiments – nutrition information
• Rating experiments vs discrete choice experiments
• Sales data study
• Interpretation
• Eye tracking
• Influenced but not misled?
Mechanisms

- Truncation of information search
- Confirmation bias
- Trivial attribute effect
- Distraction
- Positive associations
Conclusions

• Preferences and purchases
• Size and direction will vary
• No evidence for cross-category influence
• Foods of lower nutritional value
• No influence on perceptions
• Relation to FSANZ research
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