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CONSUMER MESSAGING ON NUTRITION



OVERVIEW

- ✘ Nutrition information comes from many sources
 - + Food advertising
- ✘ Health and nutrition claims
 - + Which claims are being used and how often?
 - + Which claims are more beneficial for consumers?
 - + How should we promote healthy foods?
 - + How do we help consumers make comparisons?

HEALTH & NUTRITION-RELATED CLAIMS IN ADVERTISING

REGULATION OF ADVERTISING CLAIMS

- ✘ Nutritional Labeling and Education Act
- ✘ Requires food labels that bear nutrient content claims and certain health messages to comply with specific requirements

FOOD CLAIMS IN ADVERTISING

- ✘ **Health claims** – describe a relationship between a food, a food component, or dietary supplement ingredient and reduction in risk of a disease or health-related condition
- ✘ **Nutrient claims** – statements that imply that a food has particular beneficial nutritional property
- ✘ **Structure/function claims** – describe the effect of a dietary supplement on the structure or function of the body.

**HEALTH AND NUTRITION-RELATED
CLAIMS IN MAGAZINE FOOD
ADVERTISEMENTS**

WOMEN'S VS. MEN'S MAGAZINES

- ✘ Ads in women's magazines used more health and nutrient claims (86.4%) than ads in men's magazines (13.6%)
- ✘ Nutrient content claims were most often used claims in ads across all types of magazines



WOMEN'S VS. MEN'S MAGAZINES

- ✘ Lack of health claims stating reduction in disease or health condition
 - + Space limitations
 - + Legal ramifications
- ✘ Health claims may be more useful in guiding consumers to make healthy food choices, compared to nutrient content claims



WOMEN'S VS. MEN'S MAGAZINES

- ✘ Although magazines have begun to offer more advices on healthier lifestyles, food advertisements continue to market unhealthy products
- ✘ Unhealthy foods full of sweeteners, artificial flavorings, trans fat, salt, and preservatives are still among the most advertised, while fruits and vegetables are the least.

TASTE CLAIMS IN WOMEN'S MAGAZINES

- ✘ In the past, food marketers have used taste claims more often than health and nutrition claims in advertising
- ✘ Health and nutrition related claims in women's magazines in the United States are now nearly as prevalent as taste claims (Kim, Cheong, & Zheng, 2009)

TASTE CLAIMS IN WOMEN'S MAGAZINES

- ✗ Hedonic foods
 - + taste claims



- ✗ Functional foods
 - + health and nutrient claims



TASTE CLAIMS IN WOMEN'S MAGAZINES

- ✘ Some research has shown:
 - + Taste claims are effective in promoting functional foods and generating positive attitudes or purchase intentions in consumers
 - + Health and nutrition claims are more effective in promoting hedonic foods and generating positive attitudes or purchase intentions in consumers

TASTE CLAIMS IN WOMEN'S MAGAZINES

- ✘ When promoting healthy or functional foods, we should consider making taste claims
- ✘ This is consistent with the notion of schema congruity theory
 - + A certain degree of difference between the type of advertising claim and the nature of the product is desirable.



“It’s so fruity”

In a recent test, the majority of people preferred the taste of Del Monte juice to the leading brand. That’s what happens when you never compromise on the quality of fruit in your juice. For over 100 years we’ve only ever picked the very best when it’s perfectly ripe, capturing maximum flavour and goodness. Discover for yourself, on offer instore today.

Now on offer instore

Del Monte Quality

Say Yes to the Best

TOMATO ORANGE GRAPEFRUIT APPLE

NUTRIENT CLAIMS: ANCHORING PHENOMENON

MORE ABOUT NUTRIENT CLAIMS

✘ Categories of nutrient claims

- + 1) *Healthy claims* – generally state that the food is “healthy”
- + 2) *Nutrient content claims* – describe a food product in relation to a specific nutrient component (e.g., low in fat, saturated fat, sodium and cholesterol)
- + 3) *General nutrition claims* – use nonspecific terms such as “wholesome” and “nutritious” to imply a food product’s goodness

CONTRASTING NUTRIENT CLAIMS

- ✘ Some nutrient content claims will provide a contrast to other products
 - + Messaging using contrasts may have different effects on consumer perceptions of food products

“3 MUSKETEERS” EXAMPLE

- ✗ “45% less fat” claim made on packaging
- ✗ “45% less fat than average of the leading candy bars” claim made in TV commercials



ANCHORING

- ✘ People begin with a numerical reference point of comparison, which they use as an anchor that adjusts subsequent estimates about another numerical value (Tversky & Kahneman, 1974)
- ✘ Contrast effects in anchoring
 - + “10 calories vs. 30 calories” compared to simply “10 calories.”
- ✘ People perceive a product as having less fat/calories when anchor provided (Paek, Yoon, & Hove, 2011).

ANCHORING

✘ Implications

- + “Halo effect” often created – people perceive less fat, they believe food product “healthy” overall
- + Low fat claims lead individuals to ignore serving sizes

RESEARCH GAPS

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- ✘ How to promote the concept that “good for you foods taste good”
 - + Also cost-effective and easy to prepare
- ✘ Consumer understanding of health and nutrition claims
 - + How claims influence behavior
- ✘ Effective alternative ways of promoting healthy foods
 - + Social media, television programming, etc.