

Consumer Responses to FOP Label: The Interplay Between Nutrition Information and Food Consumption Motivations

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Cite as:

Kantola Maija, Paakki Maija, Arjanne Leena, Junkkari Terhi, Hopia Anu, Luomala Harri (2023), Consumer Responses to FOP Label: The Interplay Between Nutrition Information and Food Consumption Motivations. *Proceedings of the European Marketing Academy*, 52nd, (114323)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

For consumers to adopt food products with better nutritional quality, it is crucial to understand, how front-of-package (FOP) nutrition label impacts product experience in different food categories and among diverse consumer groups. This paper contributes by revealing how food consumption motivations moderate the effect of FOP both in terms of expected and experienced qualities and emotions related to food products with either healthy or unhealthy image. In two studies, (Study 1: online survey; Study 2: laboratory study) expected or experienced product perceptions and health, pleasure and sustainability orientations of the consumer were measured, in Study 2 also dieting concern. The results imply that FOP enhances product perceptions especially among consumers interested in healthy or sustainable eating and tentatively among dieters. Pleasure-oriented consumers may find FOP on a product adverse for the food experience. Consumer responses to unhealthy product improves the most with FOP.

Subject Areas: *Attitude, Consumer Behaviour, Public Policy*

Track: Consumer Behaviour