

Does Deregulation of Health Claims on Functional Food Package Design Change Consumers' Purchase Behaviors?

HIROSHI ONISHI

Keio University

Cite as:

ONISHI HIROSHI (2025), Does Deregulation of Health Claims on Functional Food Package Design Change Consumers' Purchase Behaviors?. *Proceedings of the European Marketing Academy*, 54th, (123996)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Title Does Deregulation of Health Claims on Functional Food Package Design Change Consumers' Purchase Behaviors? : Evidence from a Natural Experiment in Japanese Yogurt Market by a Deep-Learning based Health Image Metric

Abstract:

The Japanese government deregulated health claim legislation for functional food products in April 2015. A new healthy food category, called Kinousei (Foods with Functional Claims) brands, was introduced in addition to the incumbent category of Tokuho (Foods for Special Health Uses) brands which requires more rigid scientific evidence of health effects for an official approval. This research investigates the effects of the health claim deregulation for the functional yogurt package designs on consumers' purchase behaviors. We find the positive impacts of the health claim deregulation and healthy package design images among only consumers whose wellness consciousness is low, which results in purchasing Kinousei brands more than normal brands after the deregulation. Our analysis suggests that the health claim deregulation was an effective policy intervention in terms of increasing functional yogurt purchases and promoting public health especially among low wellness conscious consumers.

Keywords: Health Claims Deregulation; Package Design; Deep-Learning based health image metric

Track: Public Sector and Non-Profit Marketing