

Tasteful Packaging: How health and ethical messaging can affect the consumer experience

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Abstract #1220

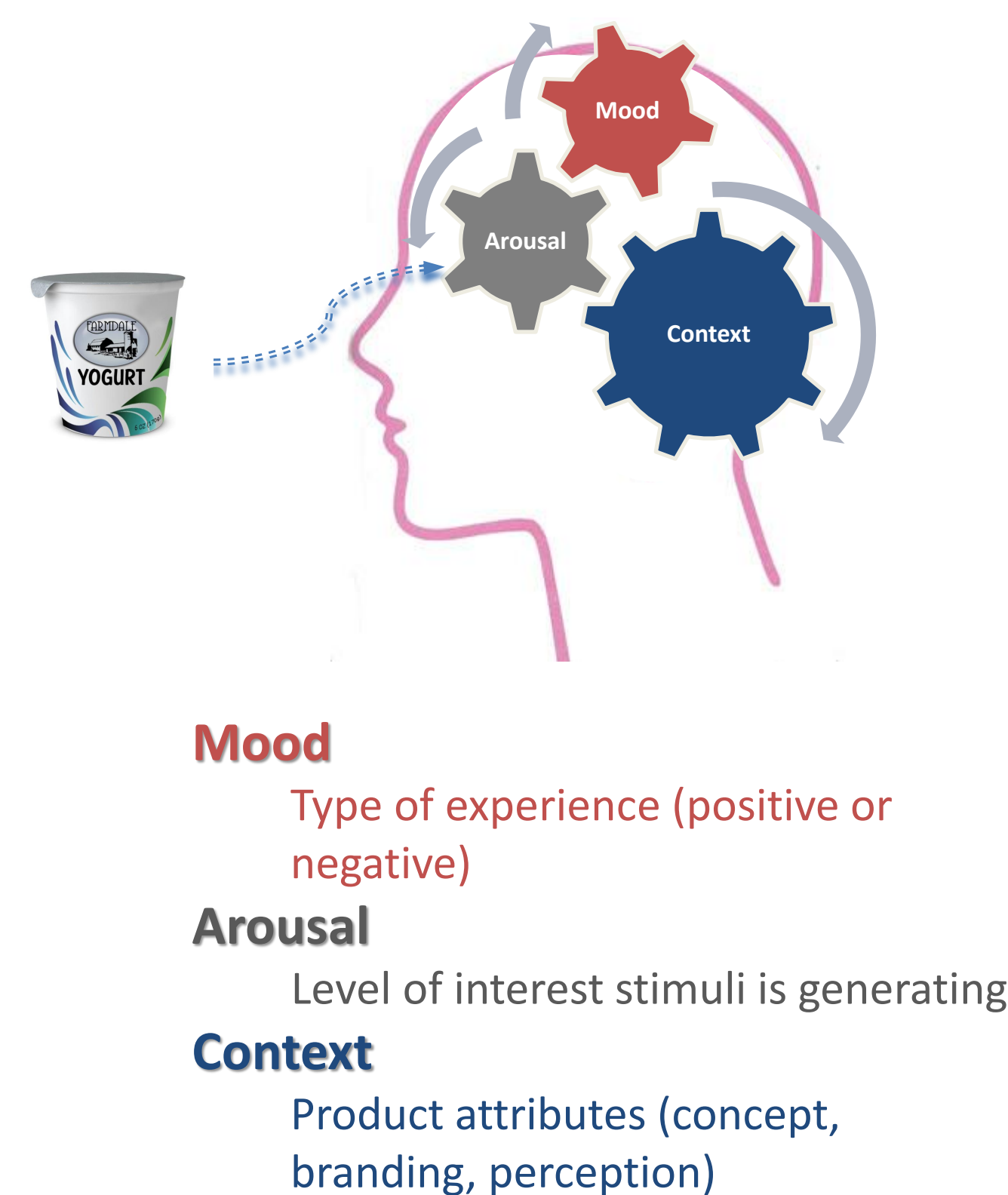
INTRODUCTION

Ethical buzz words like “organic”, “sustainable”, and “non-GMO” have become increasingly popular for consumer products. Consumer demand for such products is rising rapidly. Health and environmentally conscious consumers are driving sales of products yet it is unknown how much of an impact such claims have on consumer perception. Using a combination of psycho-physiological measures, traditional quantitative questionnaires and conjoint analysis, we aimed to understand the consumer’s experience when exposed to these claims.

Applied consumer neuroscience is a combination of neuroscientific, psychological and traditional market research methodologies to better understand consumer behavior and non-conscious interactions with consumer products.

Product experiences can have distinct emotional messages that support brand and positioning, enabling differentiation of samples and product attributes within a product category based on liking, intensity & appropriateness. We have developed a new methodology for differentiating the liking/intensity of similarly liked stimuli by combining traditional with psycho-physiological measures: heart rate (HR), skin conductance (galvanic skin response, GSR), and facial EMG (electromyography) integrated. This innovative approach captures the emotional message of products that are not detected by traditional measures by incorporating physiological measures with psychological measures.

In the current study, we examined the effects dietary and ethical messaging on psycho-physiology and consumer choice.



METHODS

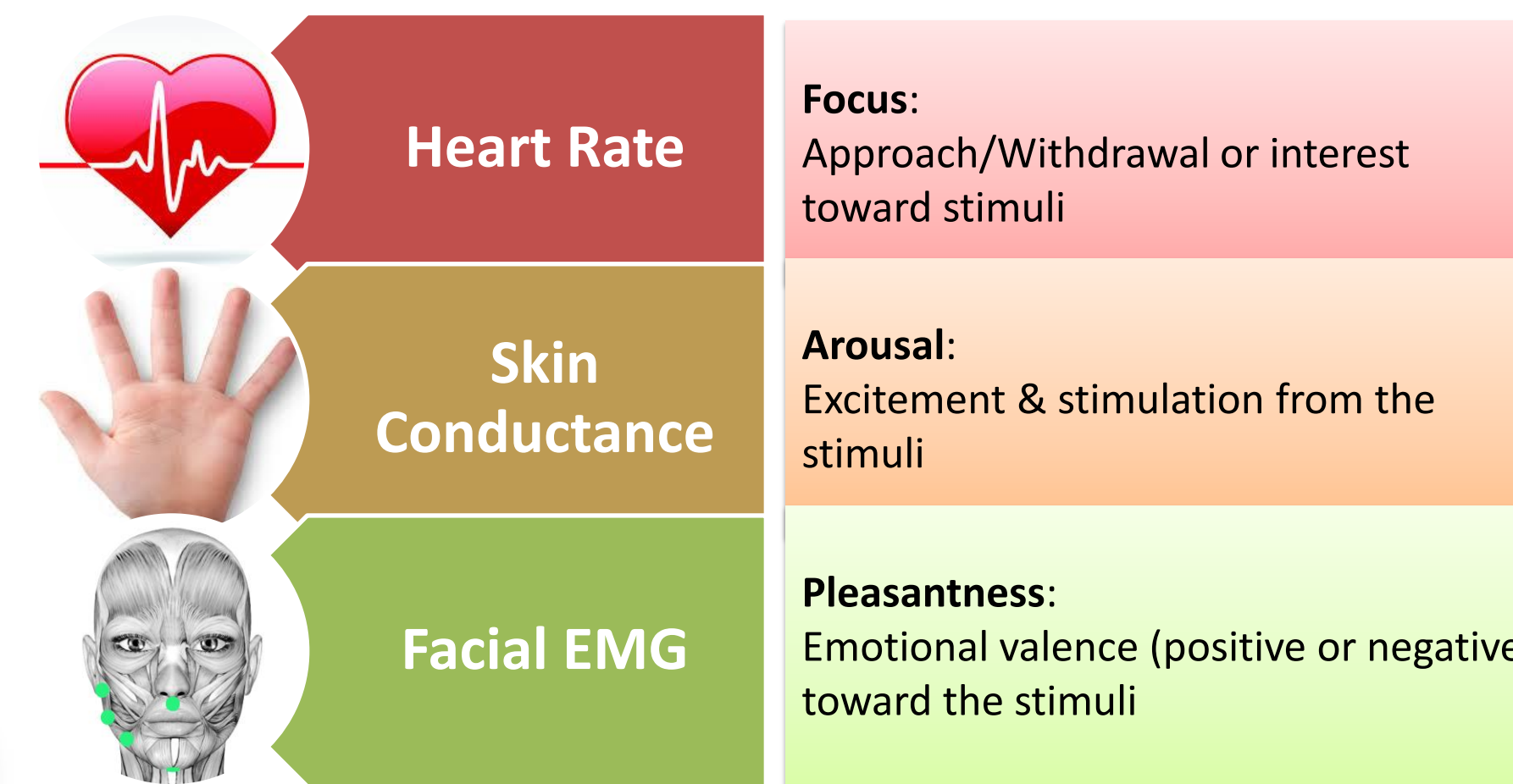
Measures

Hardware:

Biopac MP150 with the Bionomadix ECG, EMG, and EDA transmitters and receivers
Tobii x2-60 eye tracker

Data capture and Analysis software:

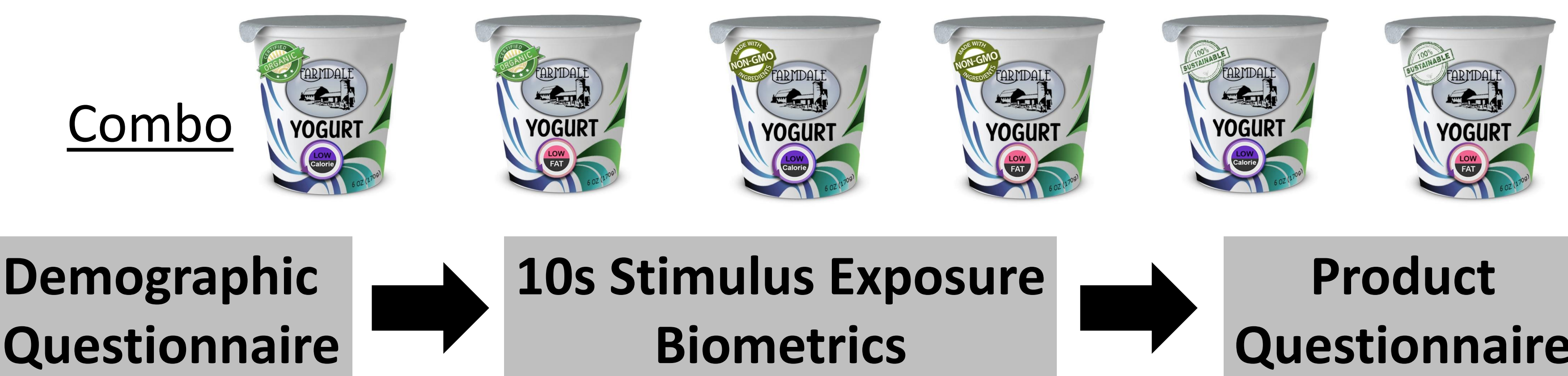
Biopac Acqknowledge 4.3



Stimuli

Survey

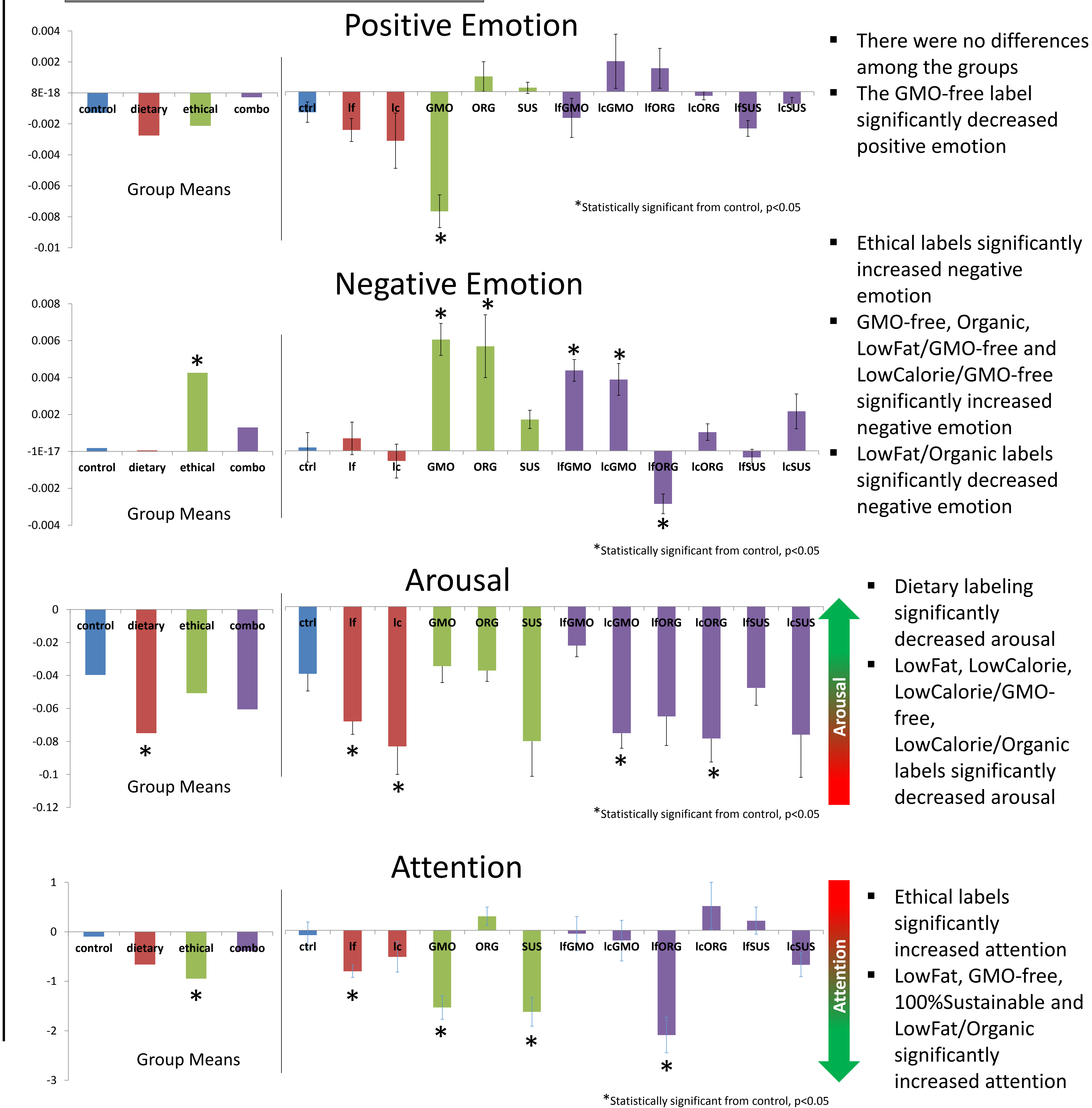
Participants filled out a survey including demographic and socio-economic questions, as well as consumer choice questions regarding perceived taste, company perception, purchase intent (including pricing)



RESULTS

Biometrics

N=18



DISCUSSION

In the current study we found that ethical labels were more likely to significantly increase negative feelings. This may not indicate that ethical labels like GMO-free, Organic or 100% Sustainable make people feel more negative however, as these labels increased a more positive perceived taste of the product, positive perceptions of the company and increased amount that people are willing to pay for the product. Ethical labels may have increased negative physiological emotions due to increased concentration and attention to them, elevating concern. Dietary labels on the other hand were felt as emotionally neutral and significantly decreased arousal, suggesting that people are more comfortable with these labels.

Real Estate on packaging is highly valuable and is the first explicit communication that a product has with the consumer. Therefore it is very important to understand how product labeling and packaging communications affect consumer perceptions. By combining traditional and physiological measures, we are able to demonstrate these affects.

Questionnaire

N=302

