

Influence of front-of-pack design of child food products on the choice behaviour of Beninese customers

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Introduction

Front-of-pack (FOP) design is a key factor in the point-of-purchase decision on child food

- Attracts attention
- Provides information on the product
- Raises expectations related to the product
- Important vehicle for branding

Aim of the study

Investigating the impact of front-of-pack label's background colour and position of the manufacturer's logo on the choice of child food by customers in northern Benin.

Methods

Study procedure:

- In-the-field choice experiment
- Supplementary survey

Locations and participants:

- Nikki: 99 mothers
- Banikoara: 64 mothers

Stimuli:

- Two different child food products (pack size 500 gr) per location
- Four FOP design variants per product, developed in a participatory process with the manufacturing women groups by a local designer



Results

Choice of FOP design variant

Type of food	Location	Design variants*	Logit - Model	Background colour	Logo position
Kpankpannu (Porridge)	Banikoara		n.s.	--	--
Wagaru (Stew)	Banikoara		Pseudo R ² = 0.052 P = 0.011	Intense	n.s.
Kaladje Afuludje (Sweets)	Nikki		Pseudo R ² = 0.168 P < 0.001	Intense	Bottom
Boyri Lamuni (Porridge)	Nikki		n.s.	--	--

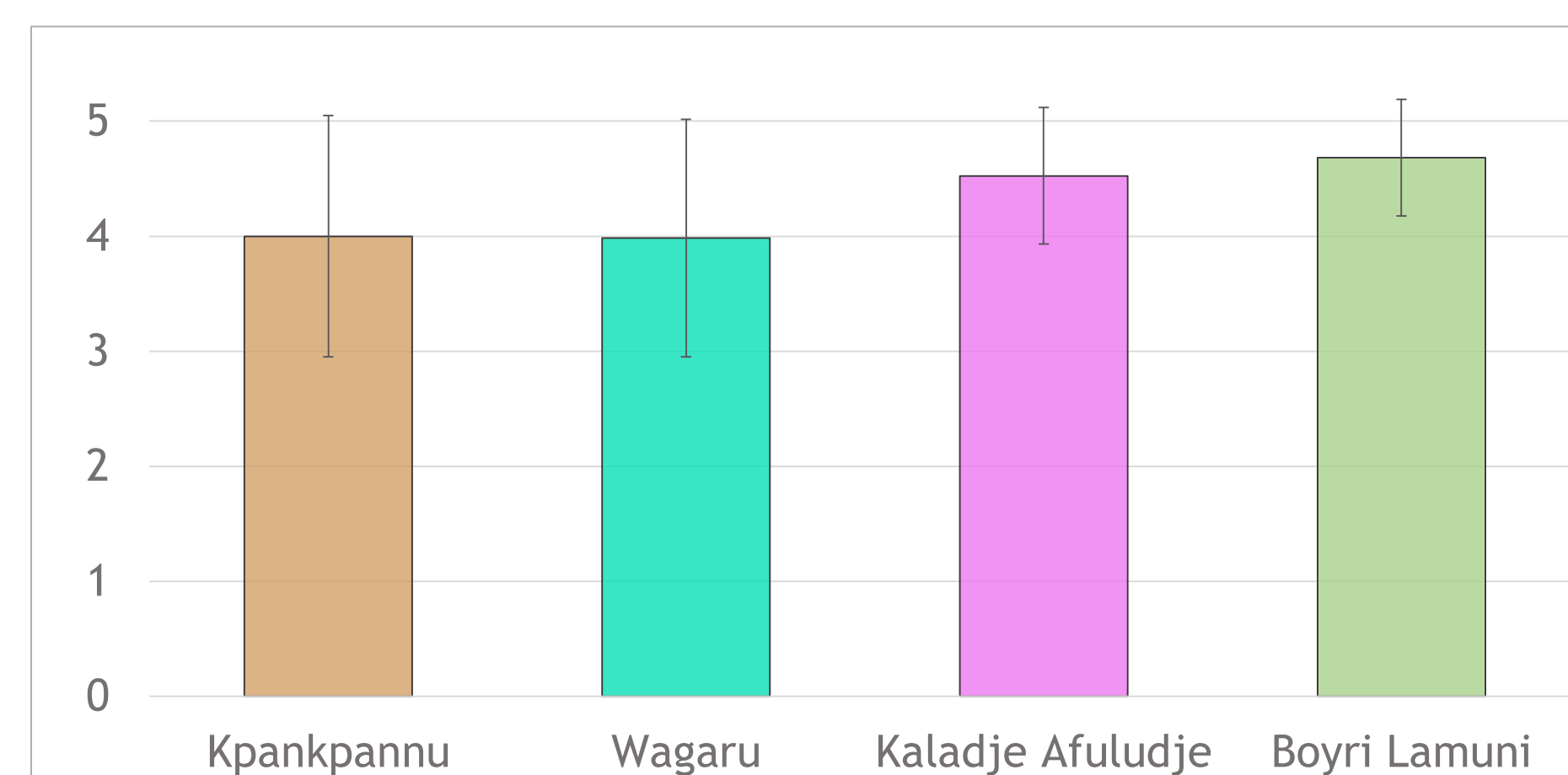
Note: * only two (intense/bottom; pale/top) out of four design variants (intense/bottom; intense/top; pale/bottom; pale/top) are displayed; n.s. = not significant (P > 0.05)

Results of a conditional logit model analysing the influence of background colour and logo position on the choice of FOP-design

Price

Participants were asked about the maximum price they would be prepared to pay and the price they considered realistic for the respective product. In Banikoara, participants either indicated a maximum price higher than or equal to the price they considered realistic. In Nikki, around 20 % of participants gave a lower maximum price than the price they considered realistic for both products on offer.

Evaluation of attractiveness



Mean and SD of the attractiveness ratings of the FOP design (design variant chosen) on a scale from 1 (unattractive) to 5 (very attractive). Differences between the products are significant (ANOVA; p < 0.05).

Conclusions

- It seems advisable to use intense background colours and place the manufacturer's logo at the bottom.
- The Pseudo R² was relatively low even in the cases the model was significant, suggesting that factors other than those analysed (background colour and logo position) had a greater influence on the participants' choice decision.
- The packaging design was generally perceived appealing, but the ratings differed significantly between the products, suggesting that there is still room for improvement, at least for Kpankpannu and Wagaru.
- The fact that about 20 % of participants in Nikki indicated a maximum price below the realistic price suggests that they may not consider the product to be affordable for themselves.