

# VISUAL PERCEPTION AND EVALUATION OF CHILD FOOD PACKAGING DESIGN BY CUSTOMERS IN NORTHERN BENIN

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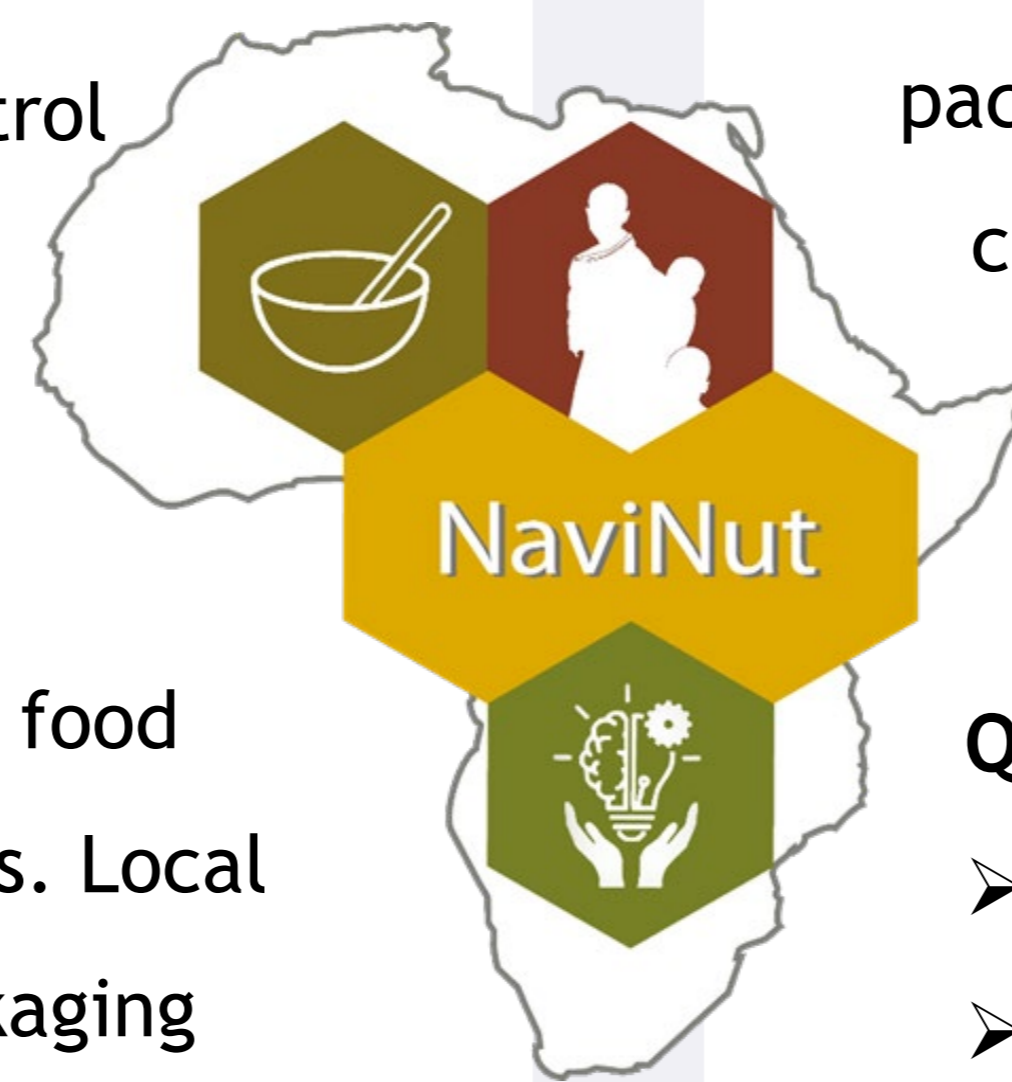
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## INTRODUCTION

### Food packaging

- has its original role in product preservation and portion control
- provides factual information about the product
- attracts visual attention and triggers affective reactions

Multinational food companies use targeted visual cues on child food packaging to appeal (emotionally) to children and their parents. Local child food producers also need attractive and informative packaging tailored to the target group(s) to successfully launch their products.



## OBJECTIVE

Investigating visual perception and evaluation of existing child food packaging in northern Benin to empower women to successfully compete in the market by creating their own attractive packaging designs for their handmade, nutritious child food products.

### Questions to be answered:

- How do mothers visually perceive child food packaging designs?
- Why do design elements attract visual attention?
- How does the appeal of different child food packaging vary?

## METHODS

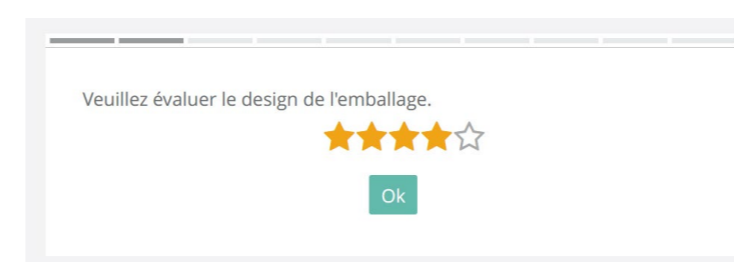
- Fifteen women between the ages of 25 and 44 with children under the age of five, from Parakou, northern Benin, participated in the study
- Five child food packagings were investigated: one domestic product (BeauBebe), one based on own previous research (Farine infantile), three products of multinational producers (Bledine, Cerelac, Phosphatine)

Study procedure



1. Eye-Tracking

after each stimulus



2. Evaluation of packaging

after the eye-tracking



3. Discussion based on eye-tracking recordings

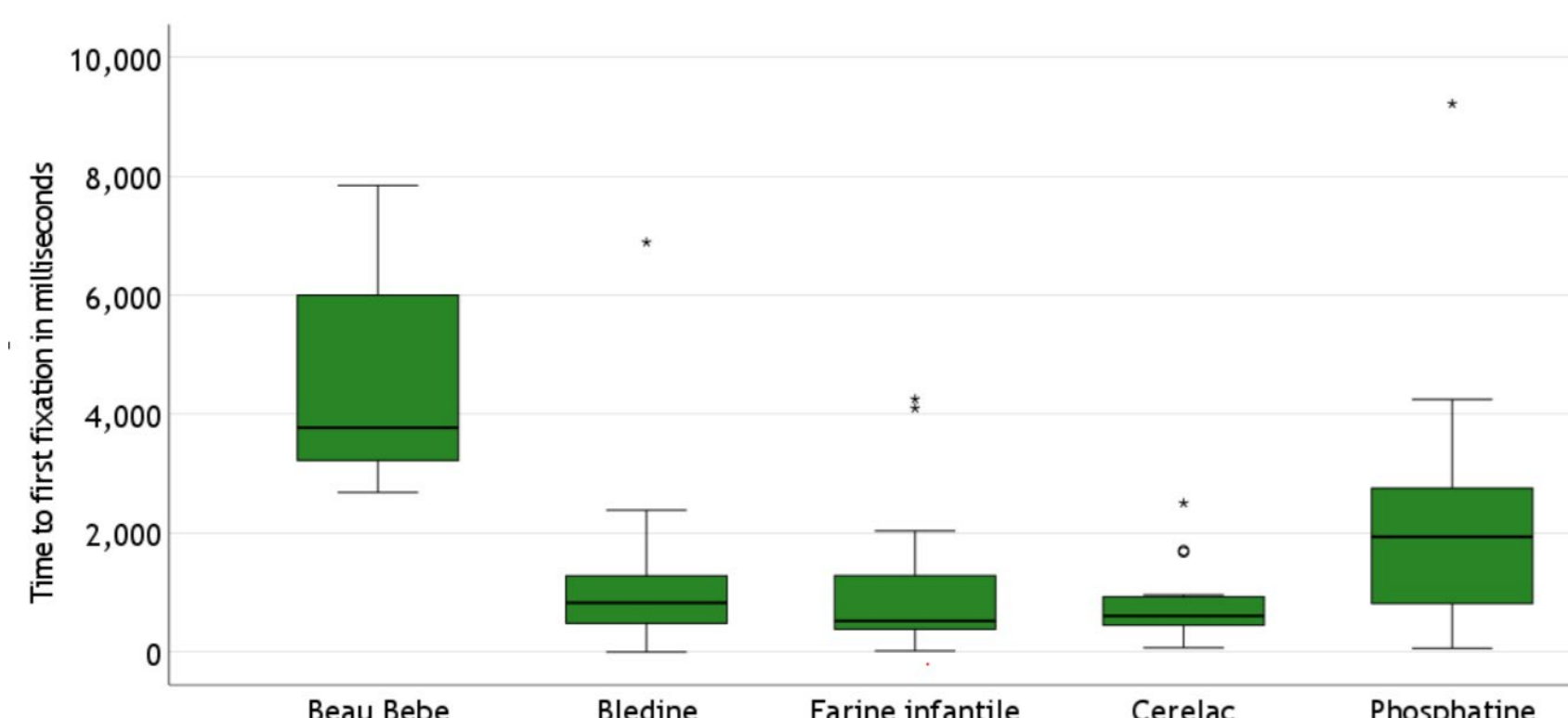
## RESULTS

### Gaze behaviour

heatmap of Cerelac and number of participants who noticed the respective area of interest



product logo: time to first fixation



importance of Beau Bebe's product seal

	Number of participants	Rating Mean (SD)
Logo not seen	9	3.33 (1.22)
Logo seen	6	4.33 (0.82)

t-test: p = 0.1

### Evaluation of packaging designs

participants' product ratings

Child food product	Packaging design	Rating Mean (SD)	Ranking
Cerelac (multinational)		4.73 (0.46)	1.
Phosphatine (multinational)		4.47 (0.83)	2.
Bledine (multinational)		4.13 (0.64)	3.
BeauBebe (domestic)		3.73 (1.16)	4.
Farine infantile (own design)		3.00 (1.07)	5.

rmANOVA: p < 0.001

### Discussion of packaging

- Cerelac: popular product, colours and product logo are highly appreciated, funny mascot
- Phosphatine: name and information about fortification indicate a healthy product for children; lion represents power
- Bledine: heart shape of product logo and mascot are attractive
- Beau Bebe: the well-nourished baby suggests nutritious food for children; quality seal builds trust

## CONCLUSIONS

- Appropriate positioning of product name/logo
- Intense colours
- Inviting cartoon character
- Pictorial representation of ingredients
- Quality seal/certificate

