

A Consumer-Centric Angle to Health

**Healthy, Tasty, and Natural:
Consumer perceptions of dairy products**

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**Confused
Sceptical**

Which
dairy products
are the most
beneficial for me
to choose?

The challenge

Many competing messages on pack

But only few seconds to make a product choice in store

And habits have strong impact on the product choice!



Happiness

Emotions
What we feel
Affect
What we like



DAIRY FOOD CHOICES ?

Logic
*What we think
& believe*



Natural Health



Behaviour
What we do

Taste

... The balance of drivers?
*Are the EXPECTATIONS
created by our communication
=
The EXPERIENCE
delivered by our products?*



ARLA INNOVATION CENTRE

**At Arla, we have internal capacity & resources to do consumer science,
- with the aim to understand the consumers and develop the best methods to
capture this, and we do it because we believe it brings value to Arla**

BUT... we cannot do it all ourselves, and we need close collaboration
with the universities to keep ahead of topics & methods in the future

Purpose

How can we use the universities to find the most optimal way to *easily guide consumers* on their way to healthy dairy product choices in the store?

How can we use the universities to find the most optimal way to *test consumer effects* of this 'guidance', or communication?

A focus on *creating the right expectations* about health, taste, and naturalness



Agenda

5 minutes

1. Implementation of learnings about market communication on health, taste & naturalness, at Arla

5 minutes

2. Implementation of learnings about consumer research methods measuring effects of health, taste & naturalness, at Arla

2 minutes

A brief Sum-Up

The way from academic research to practical action

1. University research



Close collaboration: “Getting the appropriate expertise into the business”

- Formal project meetings
- Informal disseminations
- Expert workshops

2. Implementation of knowledge and research methods

Best Practice



3. Practical implementation

On concrete products
For specific target groups
and markets



1. Implementation of learnings about market communication on health, taste, and naturalness, at Arla



Milk as an example

- If we just **‘EDUCATE’** consumers about all the great content and benefits of milk e.g. by using a health claim on pack – do we then change their behaviour and make them healthier?
- **NO**, is the answer; if we see it isolated and from a consumer point of view!
- But why? Because, it is not as simple as this!
- And more important: What can we do about it?



What is successful health communication from a business point of view?

Goal = Positive effects on consumers



- 1. Awareness**
(and knowledge on why milk is healthy, and on specific contents & benefits)
- 2. Product Perceptions**
(both health, taste, and naturalness)
- 3. Behaviour**
(buying and eating)

Main issues:

- **Motivation!!!**
to look, think, and use information
- **Ability** to understand information (technical)
- **Opportunity** to process information (e.g. by having time)



5 Key learnings about successful health communication from collaboration projects with MAPP at Aarhus University

1. **Motivation** to actually look at and use the messages in communication is crucial – **maybe no. 1 challenge!**
2. **Ability to understand** the message is necessary to build, and **Opportunity to read it** is crucial to consider, otherwise the message will not be used
3. **Knowledge (education)** about content AND benefit is only ONE step on the way, as it can support the understanding!
4. **N.B.** Potential negative **cross-effects** on product perceptions about health, naturalness, and taste need to be considered!
5. No guaranty for **a positive effect on product choice (i.e. behaviour)** which is the main end-effect on consumers ... *SO, why communicate at all?*

Milk as an example – post-considerations

A Health Claim on pack (slightly reworded) indicating ‘a link between Calcium and Teeth’

Good?

1. Medium relevant
2. Highlights specific health benefits of the content

Challenges?

- Requires knowledge about content AND health benefits
- Understanding & Trust in Arla as message sender
- Cross effects on naturalness & taste may *not* be positive
- Limited effect on product choice

Do?

- The least efficient to execute on pack!
- Important to ensure a balance with a naturalness claim (and a taste claim)



Based on findings from internal Arla applied research on milk with MAPP/AU research as frame (N=1600 consumers in DK)

Milk as an example – post-considerations

A Nutrition Claim on pack indicating e.g. ‘a low fat content’ or ‘actual fat content in pct.’

Good?

1. Relevant, Trustworthy & Understandable
2. Highlights the good nutritional content
3. Guides the product choice & purchase

Challenges?

- Requires knowledge about content and more generally on why milk is healthy
- It is specific about the content, NOT the link to the benefit
- May have negative cross-effects on taste and naturalness expectations

Do?

- The medium efficient to execute on pack!
- Important to ensure a balance with a taste and/or naturalness claim

Based on findings from internal Arla applied research on milk with MAPP/AU research as frame (N=1600 consumers in DK)



No nutrition claim is used on ‘low fat’ –
– The ‘actual fat pct.’ combined with the product name ‘MINI’ is a stronger message!

Milk as an example – post-considerations

A Naturalness Claim on pack indicating ‘a natural rich content of Protein, Calcium & Vitamin B12’

Good?

1. Creates positive expectations to naturalness & taste
2. Relevant, Trustworthy & Understandable
3. Guides the product choice & purchase

Challenges?

- Implies health though without being specific about content and benefits
- May require knowledge about why naturalness is good?

Do?

- The most efficient to execute on pack!
- Not necessary to balance with other claim types (i.e. health, nutrition, and taste)

Based on findings from internal Arla applied research on milk with MAPP/AU research as frame (N=1600 consumers in DK)



To ensure success...

We need:

360°
MARKETING

To ensure:

- Motivation
- Relevance
- Understanding
- Trust

To have effects on:

- Awareness
- Perceptions
- Behaviour

By using the same messages

delivered through:

- Various touch points (PR, campaigns, pack)
- Various message senders (collaborations)



**2. Implementation of learnings about
consumer research methods
measuring effects of the communication
about health, taste & naturalness, at Arla**

Measuring the consumer effects to ensure successful health communication

Adopt
BEST
PRACTICE

Outcome 1:

Frame suggested by MAPP/AU and implemented in Arla guide

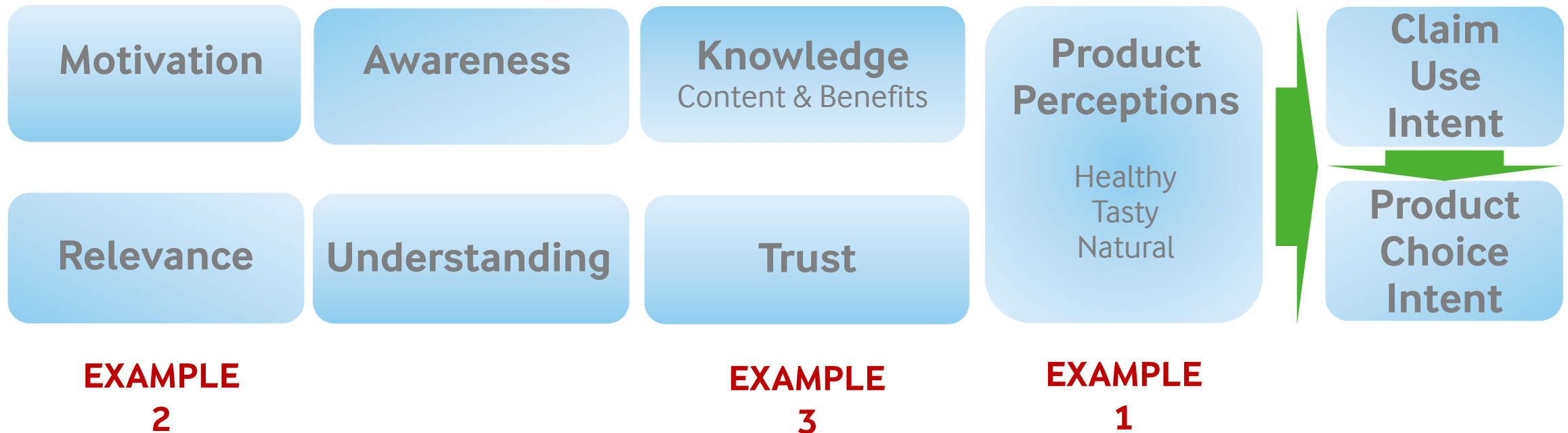
Outcome 2:

Arla R&D applied consumer science



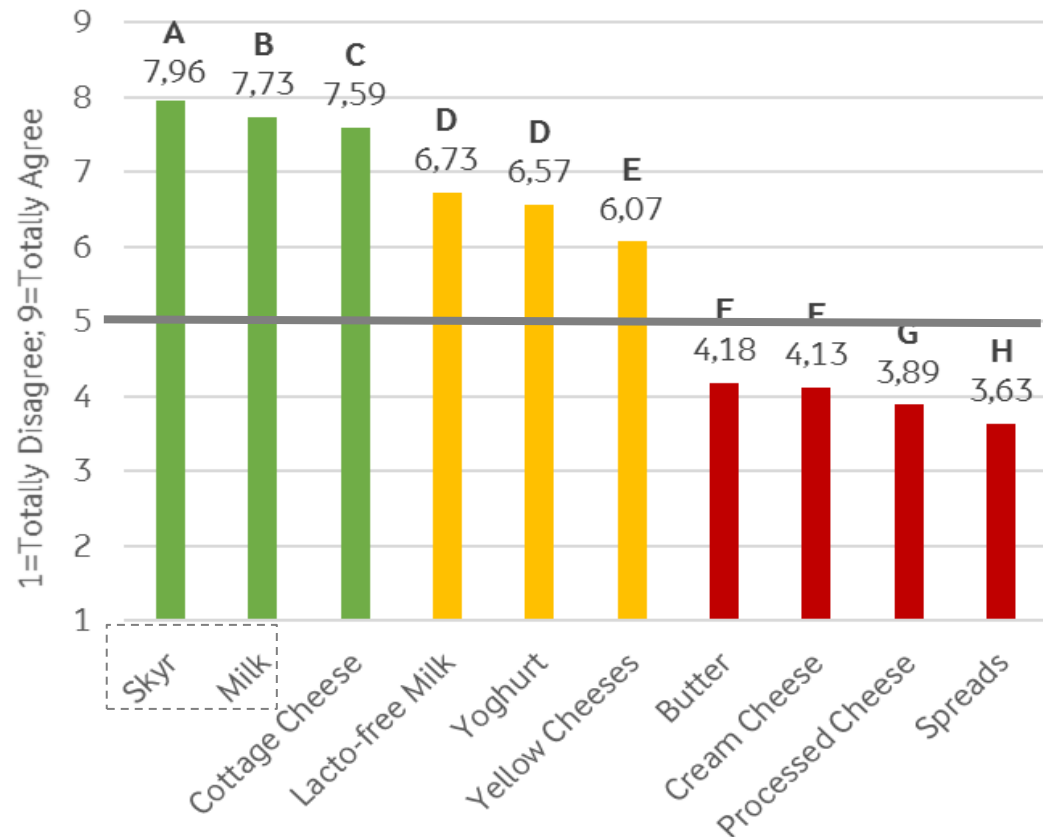
A Best-Practice Frame for measuring consumer effects of health-taste-naturalness communication

- this frame incl. statistical modelling has been applied on Arla research with milk as case

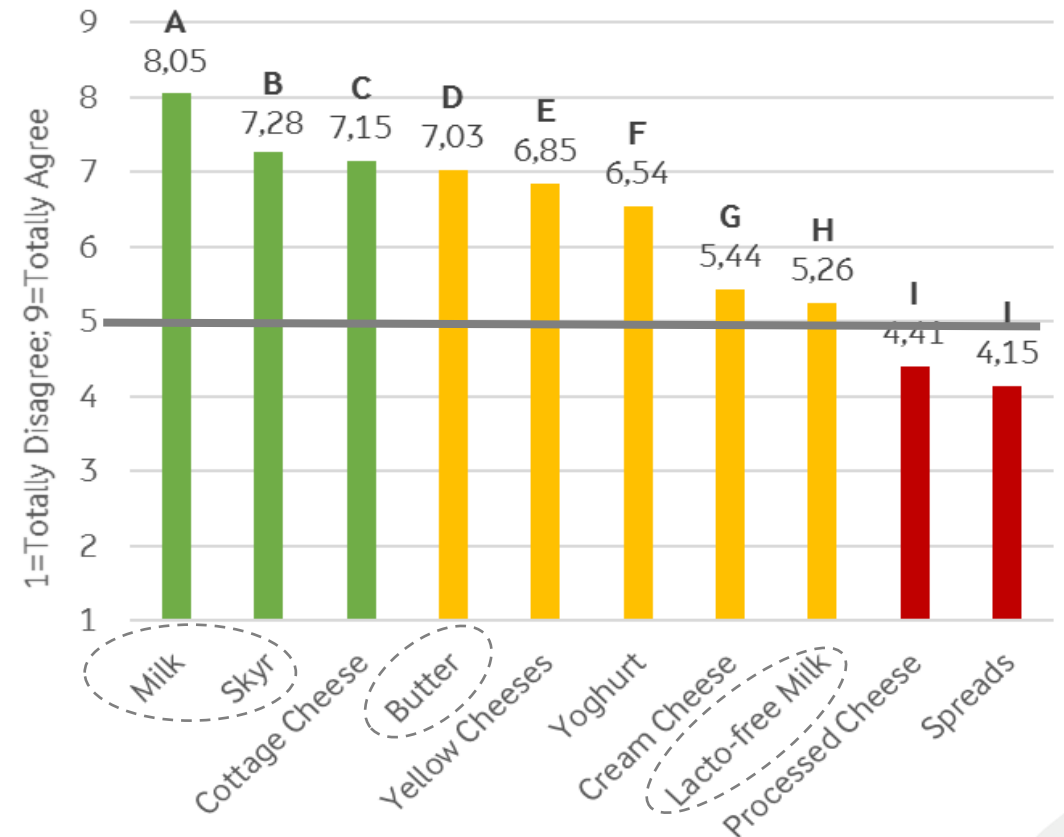


Example 1: Arla findings on consumers' Product Perceptions

Consumer perceptions about healthfulness of dairy products



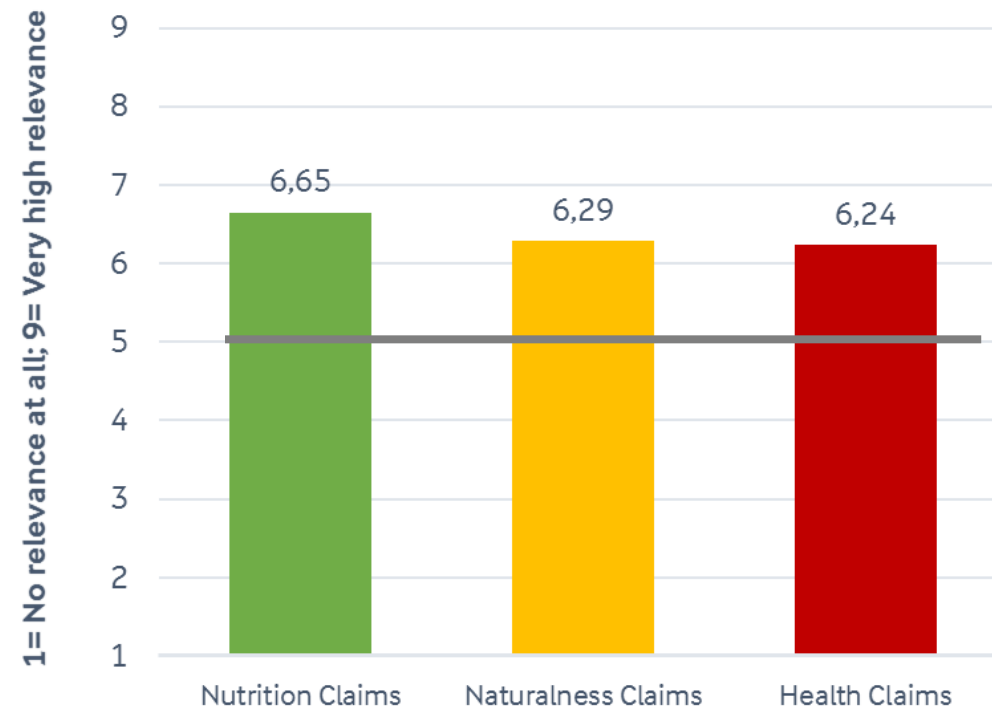
Consumer perceptions about naturalness of dairy products



Example 2: Arla findings on consumers' Claim Relevance Perceptions

- Relevance impacts Use Intent of claims!
- So, it is crucial to focus on the most relevant claims, to increase use intent
 - *Nutrition Claims are here perceived as most relevant by consumers*
- Also, it might be necessary to consider how to increase relevance for specific other claims of strategic relevance!

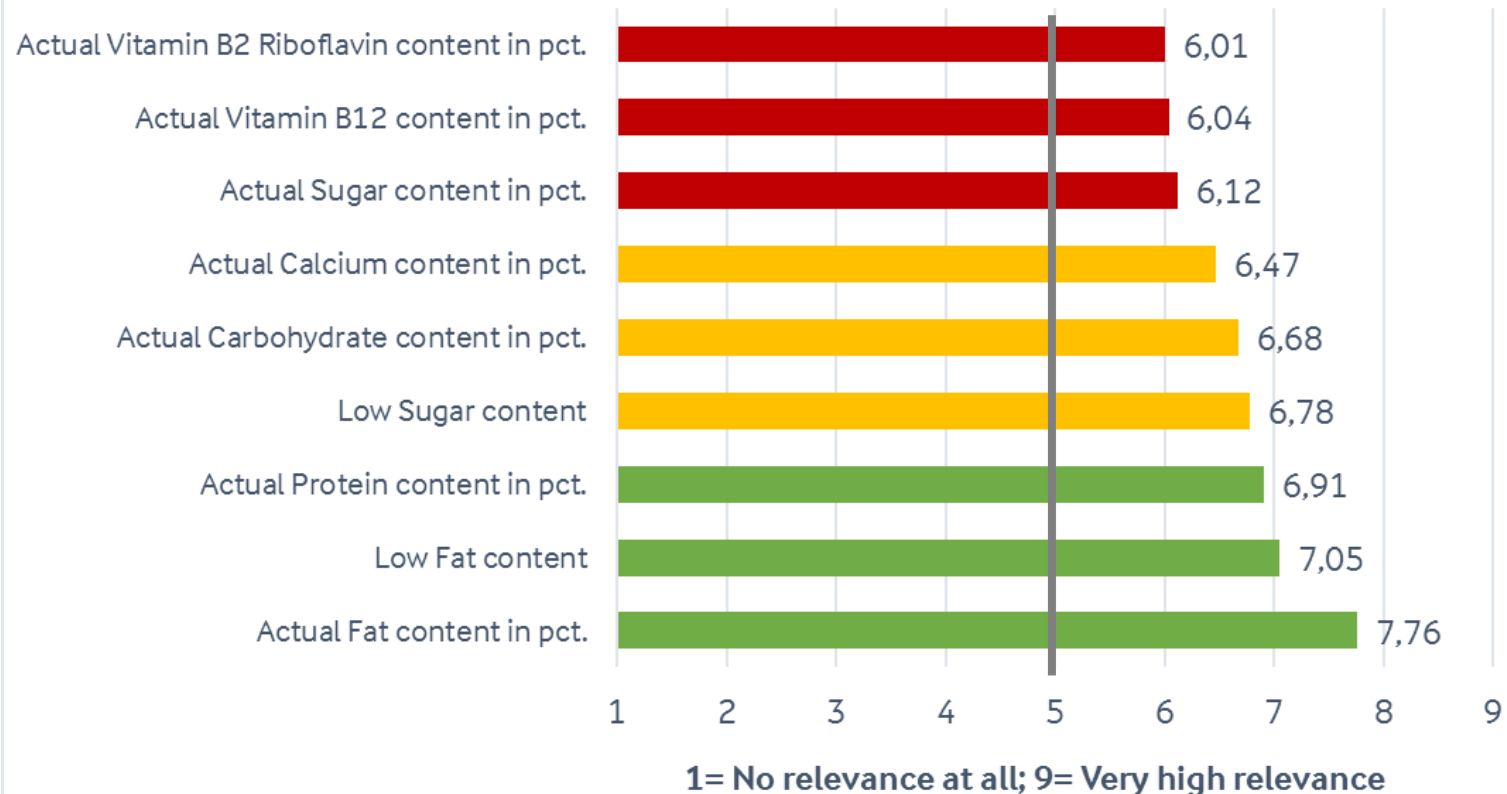
Consumer perceptions about Relevance of Claims for Milk



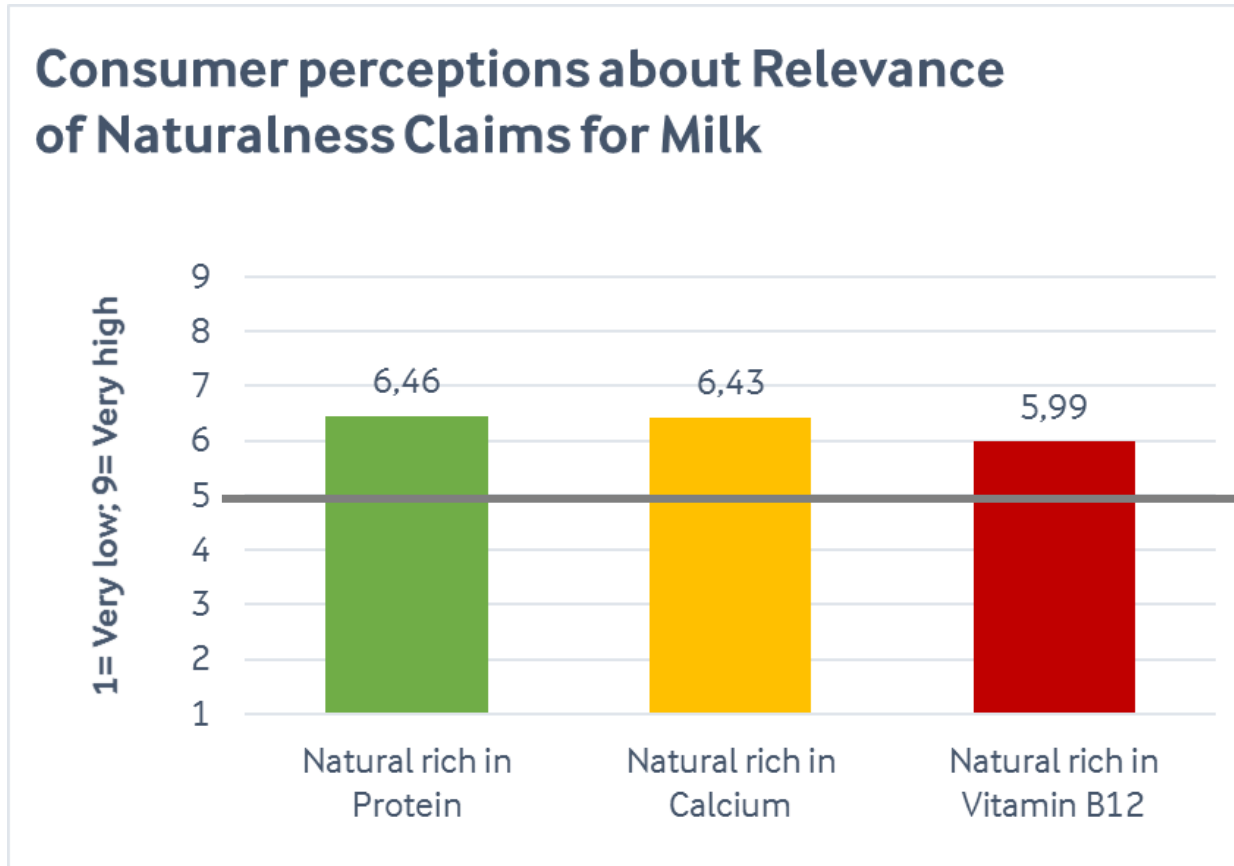
Example 2a: Arla findings on consumer Claim Relevance

1. **Fat** content is perceived as most relevant
2. **Protein** content is also relevant
3. **Calcium** medium relevant (?)
4. **Vitamin B12 & B2** least relevant

Consumer perceptions about Relevance of Nutrition Claims for Milk



Example 2b: Arla findings on consumer Claim Relevance



N=1600 consumers in DK



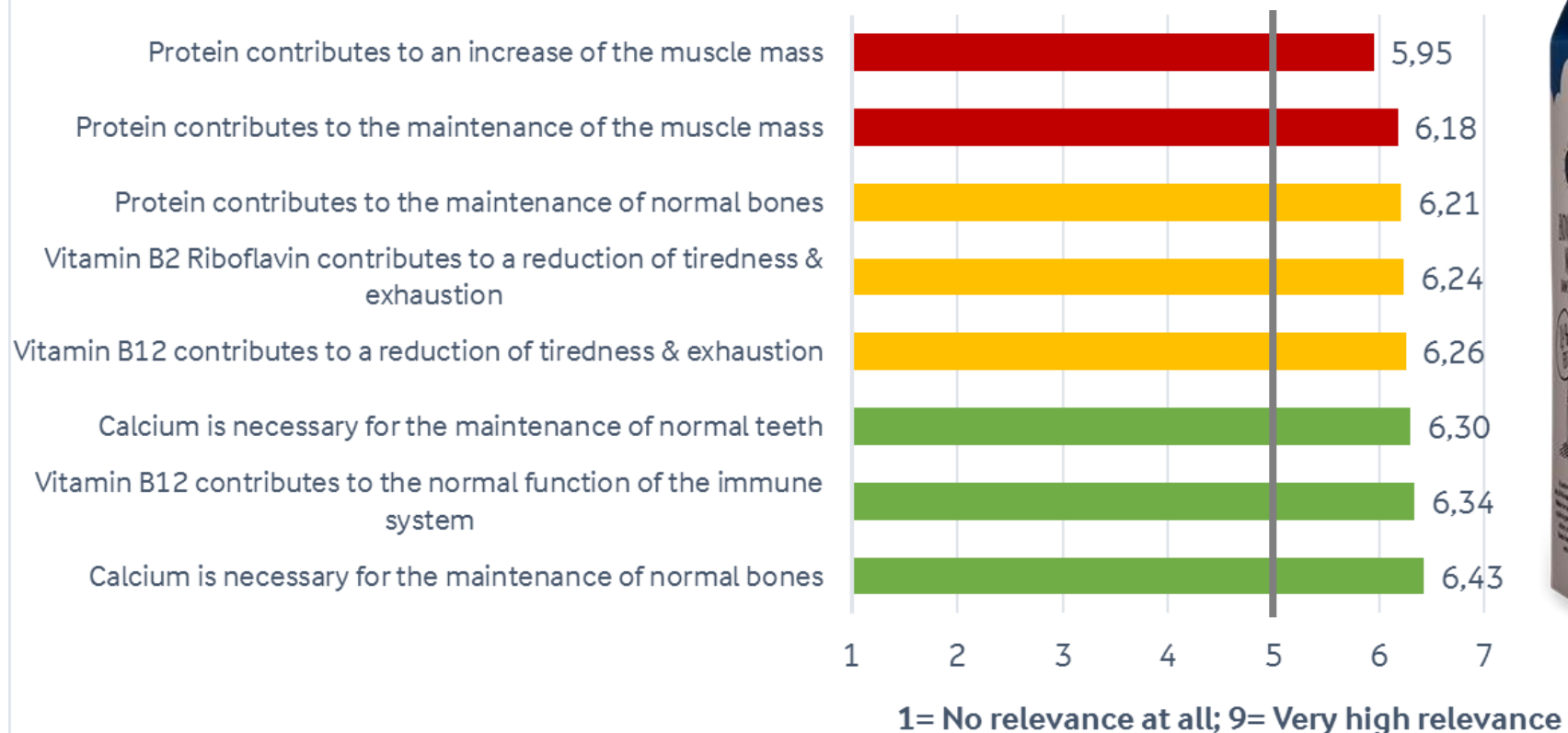
Example 2c: Arla findings on consumer Claim Relevance

1. **Calcium-Bones**
is perceived
as most relevant

2. **Protein-
Increase of
muscle mass**
least relevant

*N.B. Only small
differences!*

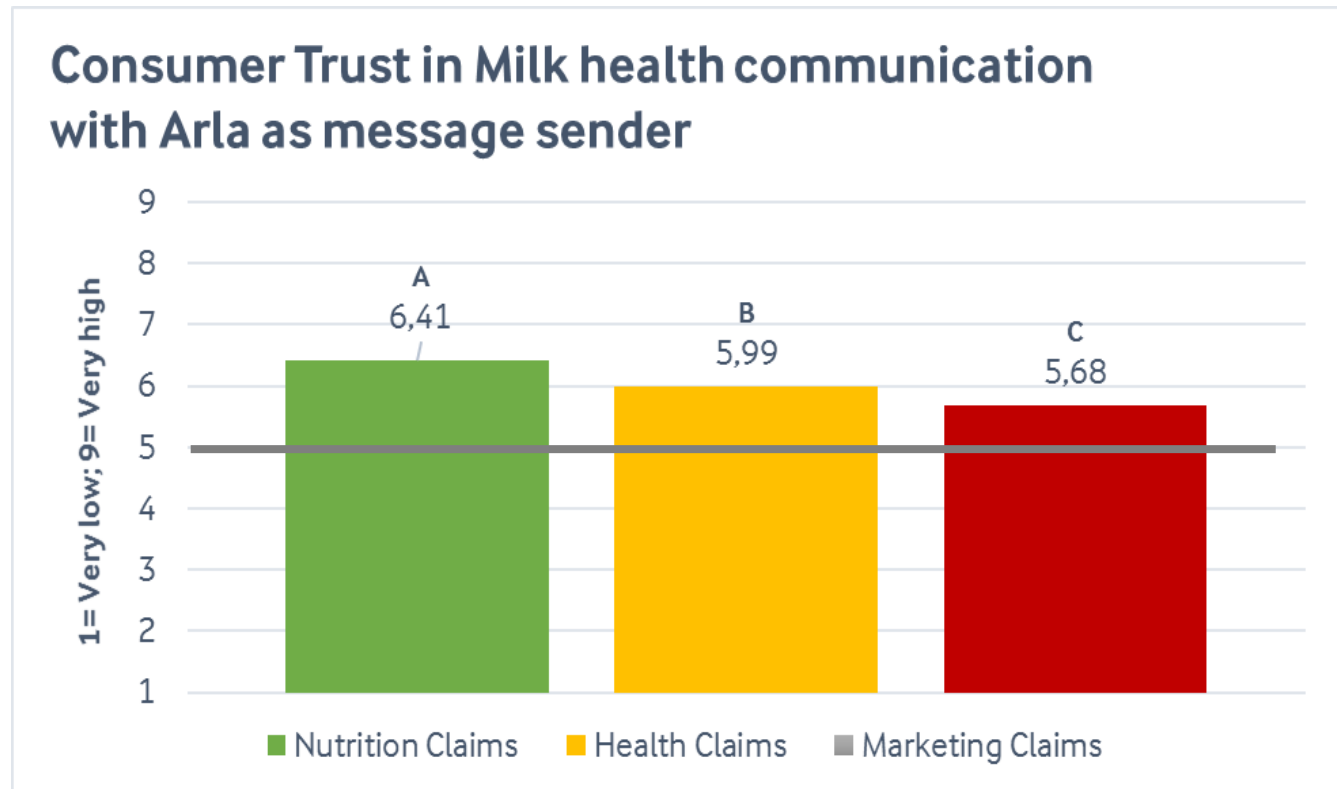
Consumer perceptions about Relevance of Health Claims for Milk



Example 3: Arla findings on consumer Claim Trust

- Trust impacts both perceived relevance and understanding, and claim use intent...!
- A commercial part, such as a dairy company like Arla, cannot stand alone as health message sender!
- We need independent 3. parties incl. universities and health authorities to support our communication

- Specifically for health claims!



SUM-UP



Practical Outcomes for Arla

1. The consumer effects of health claims are questionable:
So, based on University knowledge and Arla applied research, we have selected the products for which it makes sense to use the claims
2. It takes more and it takes trust to change the consumer mind and behaviour in a healthier direction, and the balance with taste is crucial in an everyday life perspective
3. Consumers want to be healthy and natural but without thinking much about it – taste can help to drive this!
4. Health, naturalness, and taste may be in conflict, and combining claims may be the right solution – or simply choose the claim type with least conflicting effects, e.g. a naturalness claim
5. It is essential to be aware of and test various effects as well as cross-effects of the health communication, for specific products, target groups, and markets
- when considering which types of claims to put on pack!



Key Message to take home

“Together we are strongest!”

- Success comes with close collaboration between Arla and universities, and is the way forward!
- ‘Mejeriforskningen’ is highly valuable
 - = Sharing of minds
- Thank you to ‘Mejeriforskningen’!
 - For supporting research which has the aim to be implemented into practice 😊



Questions or Comments?



Thank you!

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