



# HEALTHY, TASTY AND NATURAL: CONSUMER PERCEPTION OF DAIRY PRODUCTS

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2.3.2017.2017



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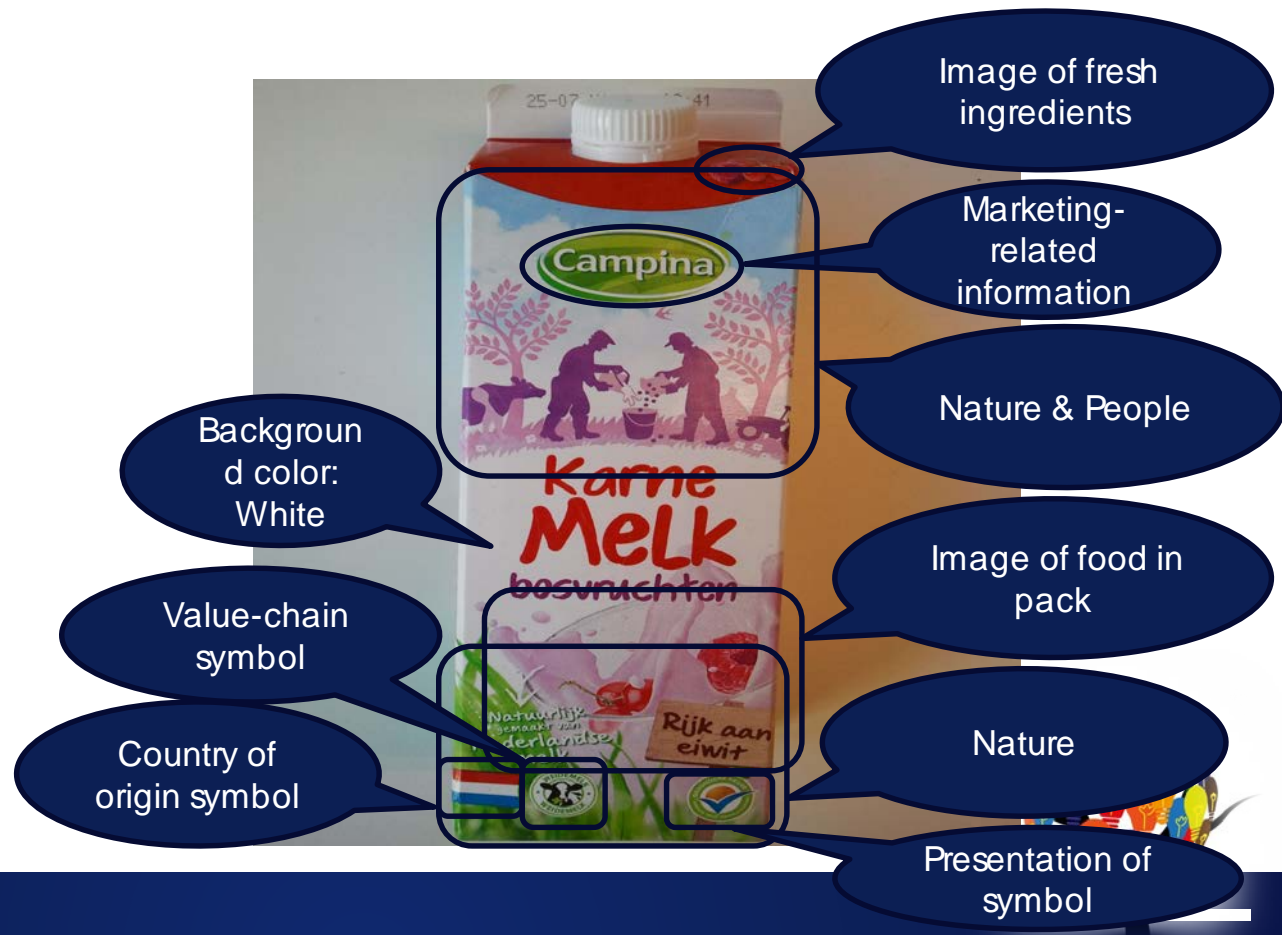
# OUTLINE FOR THE PRESENTATION

- ▶ Health, naturalness and taste as product attributes
- ▶ Why is naturalness so appealing?
- ▶ Communicating health, taste and naturalness to consumers
- ▶ Can healthy or natural be tasty, tasty be healthy and healthy be natural?



# FOOD PACKAGE CONTAINS A LOT OF INFORMATION ABOUT THE PRODUCT

## WHAT IS IMPORTANCE OF DIFFERENT ATTRIBUTES?



# PRODUCT ATTRIBUTES CAN BE

Each serving contains ...

Calories 618	Sugar 11.4g	Fat 35.5g	Saturates 16.1g	Salt 1.9g
30.9%	12.7%	50.7%	80.5%	31.6%

of your guideline daily amounts

- ▶ Intrinsic or extrinsic: part of the product or something that has added by information or other external means (e.g. nutrition content vs nutrition labelling)
- ▶ Experienced or credence-based: we can verify by experience if the product has a characteristic or we just have to believe in the information (e.g. taste vs health benefits)



# HEALTH VS TASTE AS CHOICE CRITERION



- ▶ Health is a credence attribute requiring trust in the information given by food manufacturers whereas taste can be experienced – however, only after choosing the product
- ▶ Often taste and health are seen as conflicting product characteristics, but the evidence is somewhat mixed
- ▶ Promising health-related benefits in food products is regulated in most countries



TABLE I

Results of sorting foods into four categories. The six most frequently mentioned foods in each categories and how many times each food was selected as the best representative of this category

Healthful, pleasure giving	N1	N2	Not healthful, pleasure giving	N1	N2	Healthful, not pleasure giving	N1	N2	Not healthful, not pleasure giving	N1	N2
Apple	46	10	coffee	42	12	non-fat milk	27	3	sausage	23	12
Strawberries	44	16	chocolate	40	15	low-fat spread	26	6	full-fat milk	21	3
Oven cooked rainbow trout	43	4	ice-cream	33	5	“lute-fisk”	25	5	reduced fat sausage	20	—
Banana	41	—	hamburger	33	3	grape-fruit	23	5	butter (on bread)	16	—
Cucumber	41	3	french fries	32	—	oatmeal porridge	20	8	fish fingers	16	4
Xylitol chewing gum	40	—	salmiac candy	32	—	non-fat buttermilk	19	—	soft drink (artificial)	16	7

N1 = number of times mentioned in that category.

N2 = number of times selected as a food which best represented this category.

N= 47

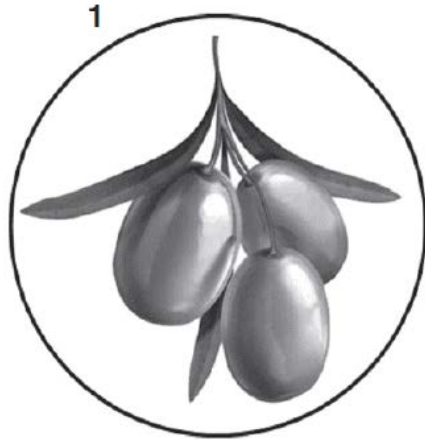
Roininen et al. 2000



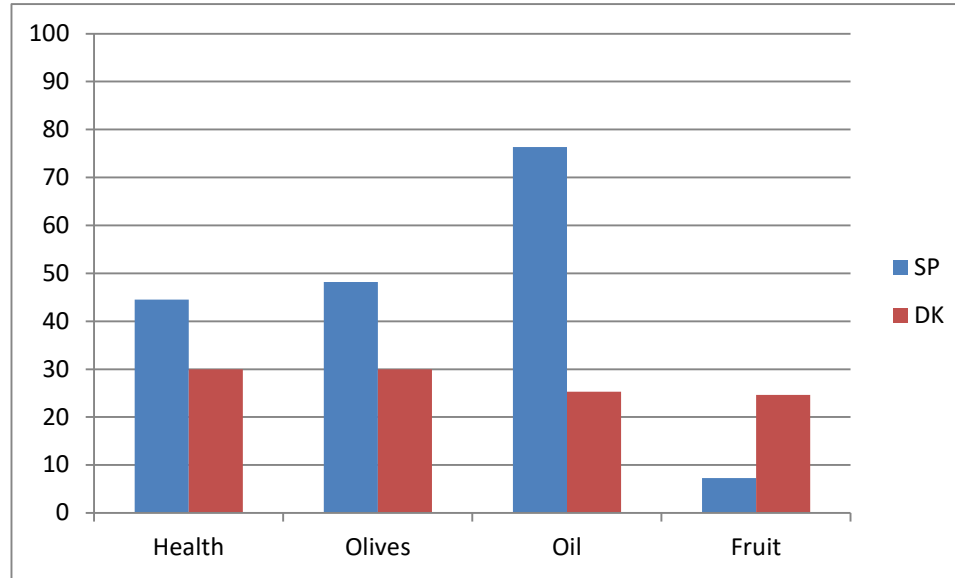
# Challenges in consumers' interpretation of health-related messages



# SYMBOLIC MESSAGES: WORD ASSOCIATION SPAIN (N=110) AND DENMARK (N=150)



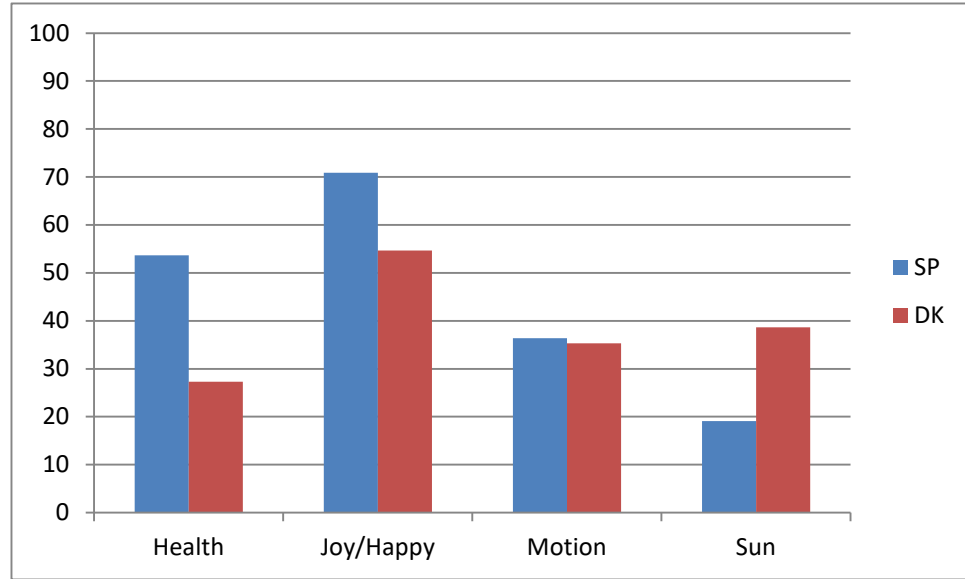
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Carrillo et al. 2014



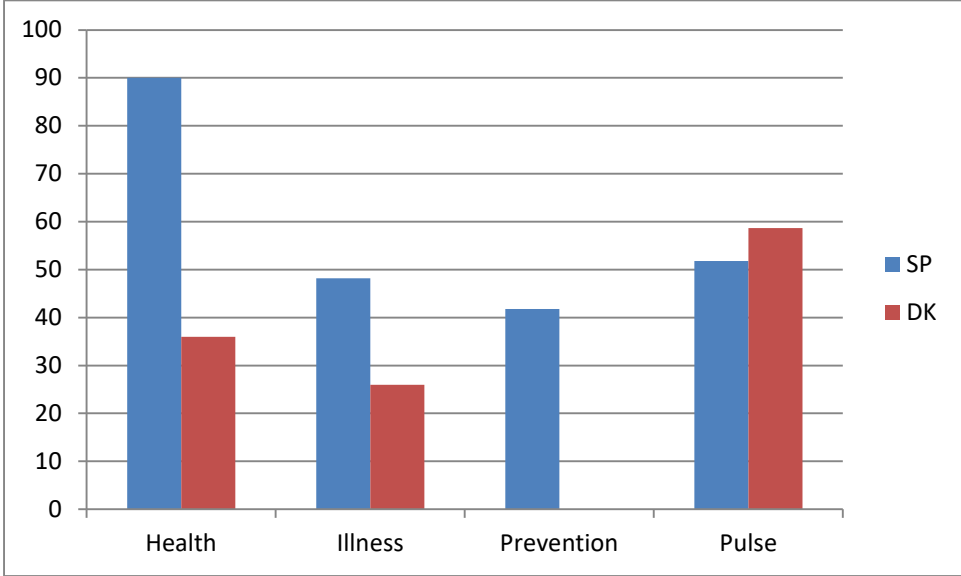




Carrillo et al. 2014



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Carrillo et al. 2014



# WHAT ABOUT NATURALNESS?

- ▶ There is no commonly adopted or accepted definition of what can be included in naturalness (except for certain ingredients)
- ▶ Intrinsic attribute that is credence-based? Or an extrinsic attribute created by information? Can we experience naturalness?
- ▶ A dichotomy or a continuous attribute?
- ▶ When does a product come less or more natural?



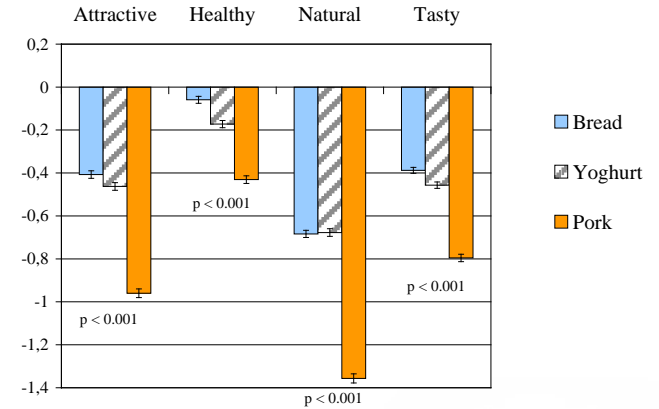
# CONSUMER PERCEPTION OF NATURALNESS

- ← Natural has a positive ideological value in consumers' minds – not based on functional or objective characteristics
- ← Natural is pure vs. something that has modified is seen as violation of “the pure” (tampering with the nature)
- ← Natural is seen as inherently good for us
- ← Law of contagion: e.g. adding components that are not naturally present contaminates the food
- ← Adding lowers more naturalness than removing components
- ← People are sensitive about food as food is incorporated into our bodies and anything unpleasant can contaminate us



# NATURAL AND HEALTHY

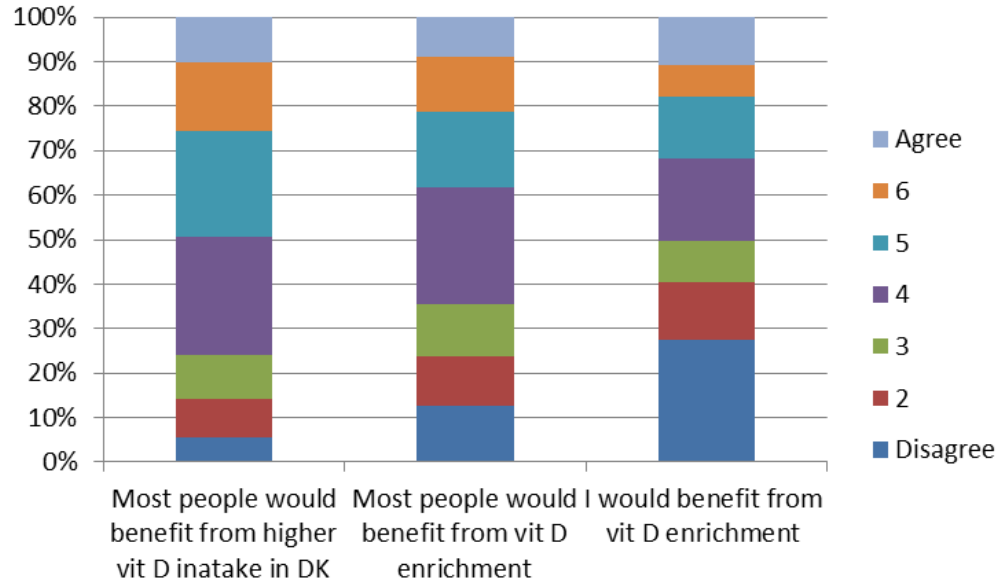
- ▶ Natural products are often perceived as more healthy (e.g. organic)
- ▶ However, health benefits are not always perceived as natural (or even healthy)



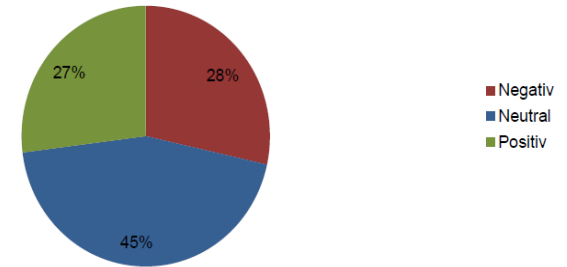
A health claim in three products



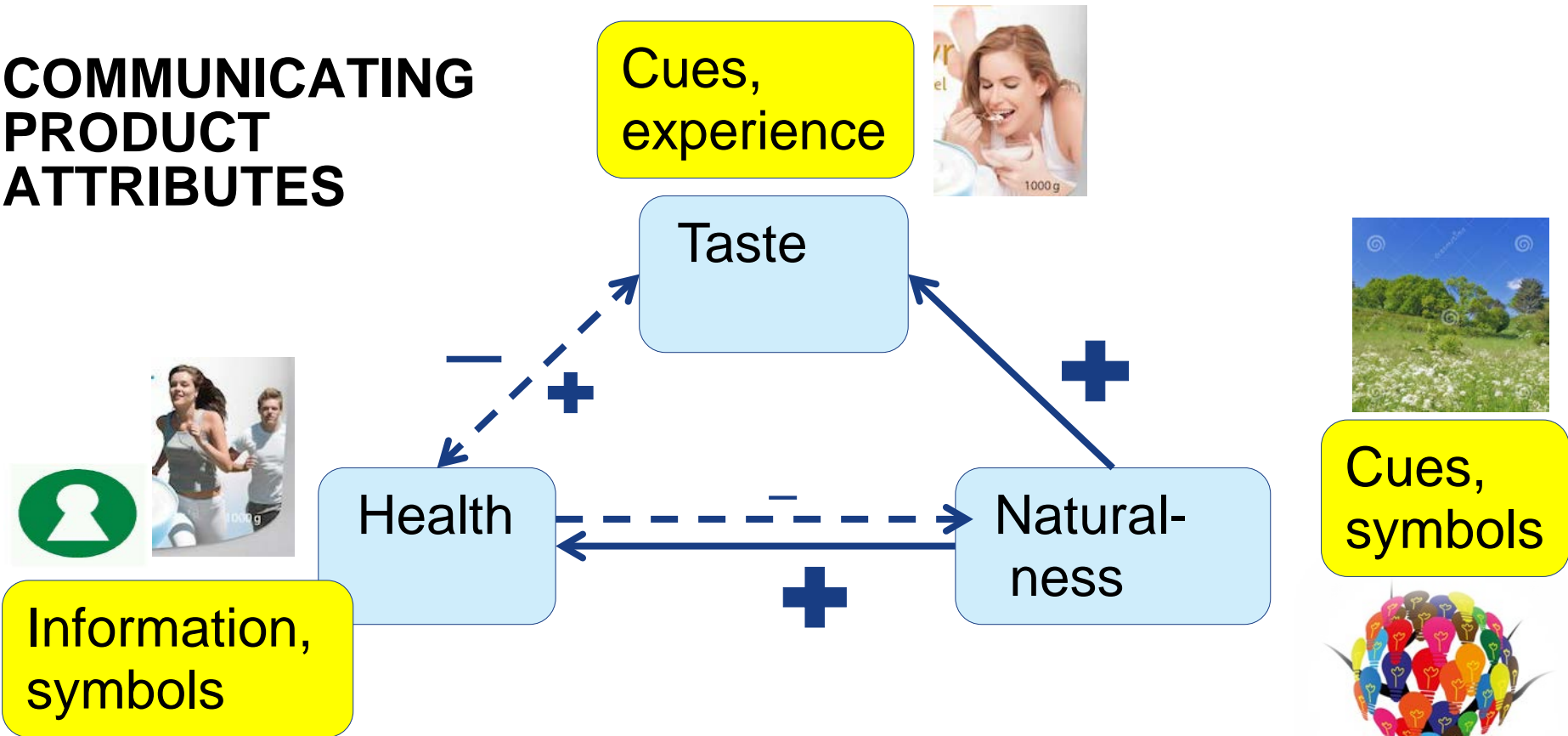
# VITAMIN D ENRICHMENT: NEED UNDERSTOOD, BUT STILL RESISTED BY MOST DANES



Holdning til D-vitamin berigelse



# COMMUNICATING PRODUCT ATTRIBUTES



# EXAMPLE OF SKYR

- ▶ Choice task with an online questionnaire
- ▶ Can visual cues create expectations?
- ▶ What happens when health-related pieces of information clash – promising a weight management-related benefit that is linked to the fat content of the product?





# STRONG EXPECTATIONS/PRODUCT IMAGE DIFFICULT TO CHANGE

Weight management benefit vs. no benefit text

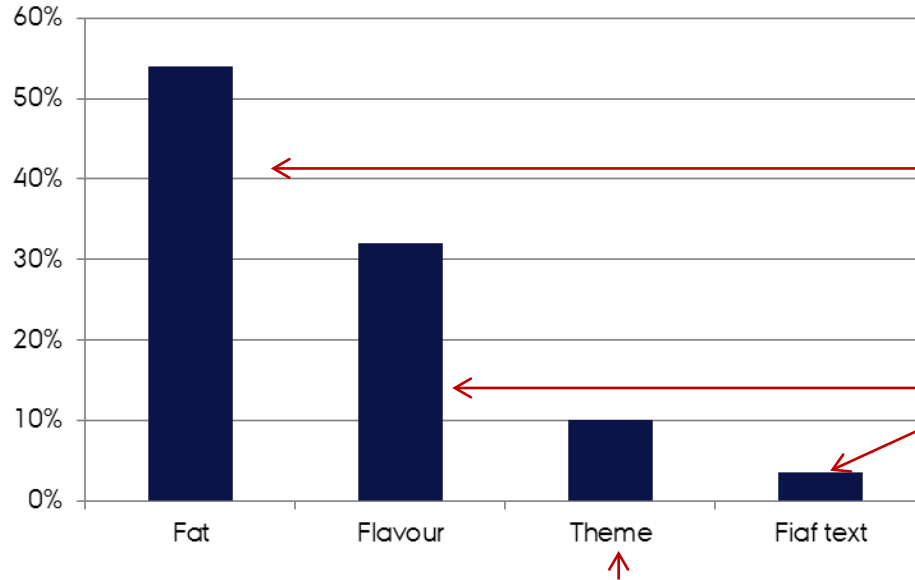
0,2%fat vs. 3,5%fat

Fruit vs. naturel

Different pictures (goal –activation) Gain (health) vs. Hedonic (pleasure) vs. Normative (naturalness)



# SKYR IS PERCEIVED AS NATURAL & HEALTHY PRODUCT



# EXPECTATIONS AND EXPERIENCES

- ▶ Taste is experienced, but only when the choice is made
- ▶ Expectations influence the experience: people tend to assimilate their experiences towards expectations
- ▶ Promotional claims, product cues (e.g. packaging, price, brand name), past experience, word of mouth and third-party information create expectations
- ▶ Cues about natural and healthy have an impact on product expectations (and experience), but the impact depends on the what kind of healthiness or naturalness cues suggest





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