

Improving the Effectiveness of Nutritional Labeling: The Role of Color

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Abstract Overweight and obesity rates are increasing worldwide. Public authorities tackle this problem by developing interventions that help people to adopt healthier eating habits. One of these interventions is providing information in the form of nutritional labels. This study claims that the use of colors on nutritional label's background might help consumers to choose healthier options. Results suggest that using red background increases willingness to pay (W2P) and purchase intention of a non-healthy product. Contrarily, using blue background has a reversed effect (i.e. reduces W2P and purchase intentions). Findings suggest that a blue background on nutritional labels may stimulate healthier behavior.

Keywords Nutritional Labeling • Color • Obesity • Willingness to Pay

References

References Available Upon Request

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