Norwegian University of Life Sciences

PANG2015: Young Scientist Award Winner

Introduction
Consumers tend to have a “healthy equals less tasty” intuition, which affects taste inference. If consumers perceive a product as healthy due to its nutrition label, their tastiness perception of this product may decrease.

Methods
Participants: 566 Norwegian adolescents.

Design: This study used two tasks to evaluate adolescents' perceptions of snacks with the Keyhole symbol, with the %DVs or without any nutrition label.

Examples of labels that were used in the tasks:
- Plain-label
- Keyhole symbol
- %DVs

Task 1
Each participant saw 10 snack labels.

One individual example:
- 4 plain-label snacks
- 3 Keyhole symbol snacks
- 3 %DVs snacks

Adolescents answered two questions for each snack label (9-point scales, 1=Not at all, 9=Extremely)
1. How tasty do you think this snack is?
2. How healthy do you think this snack is?

Task 2
Adolescents saw ice cream, chips and yogurt labels.

<table>
<thead>
<tr>
<th></th>
<th>Plain-label snacks</th>
<th>Keyhole symbol snacks</th>
<th>%DVs label snacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice cream</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chips</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yogurt</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average price of the 9 snacks was 25 NOK.

How much do you want to pay for each snack?
(Choose from scale: 10, 13, 16, 19, 22, 25, 28, 31, 34, 37, 40 NOK)

Results
The Keyhole symbol increased healthiness perception without influencing tastiness perception of snacks.

<table>
<thead>
<tr>
<th>Plain-label</th>
<th>Keyhole symbol</th>
<th>%DVs</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.39</td>
<td>5.49</td>
<td>5.39</td>
</tr>
<tr>
<td>4.63</td>
<td>4.73</td>
<td>4.68</td>
</tr>
</tbody>
</table>

P=.03

Conclusions
Norwegian adolescents had a positive perception of the Keyhole symbol. Keyhole symbol as a simple, heuristic front-of-pack label, has potential as an information strategy to promote healthy snack choices among the adolescents.