I found comparing the fronts, backs, and viewing both images at the same time were consistent, except for breakfast pastries. Only 3 of the 28 participants were consistent through all five rounds with which products they would purchase based on the side of the packaging shown. The other 25 participants would change their purchasing decision from Item A to Item B in subsequent rounds for at least one product. There was significant correlations found for all food comparisons except breakfast pastries. Turkey caused participants to take the longest to decide. Potato chips and cookies were the only products that showed a significant difference based on relationship status.

Brand loyalty, price point, and perceived healthiness of products were the most significant findings through the questionnaire. For participants who are following dietary guidelines, they were more hesitant to make a decision based on labels alone. Age and BMI did not have as much of an impact, but relationship status and who does the primary purchasing had more of an impact on decisions. This can help marketers and communication professionals design stronger packaging.