

Eyetracking and Perception of Consumer Nutrition Labels

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Introduction

To see how much the outside of a food package matters to consumers when making purchasing decisions, eyetracking and a questionnaire were used. While nutrition is incredibly important, how much do consumers evaluate what the nutrition facts label includes? This research provides a better understanding of what consumers perceive as important with product packaging and can help companies better market their products. It can also help communication specialists with what facts need to be communicated better.



Item A

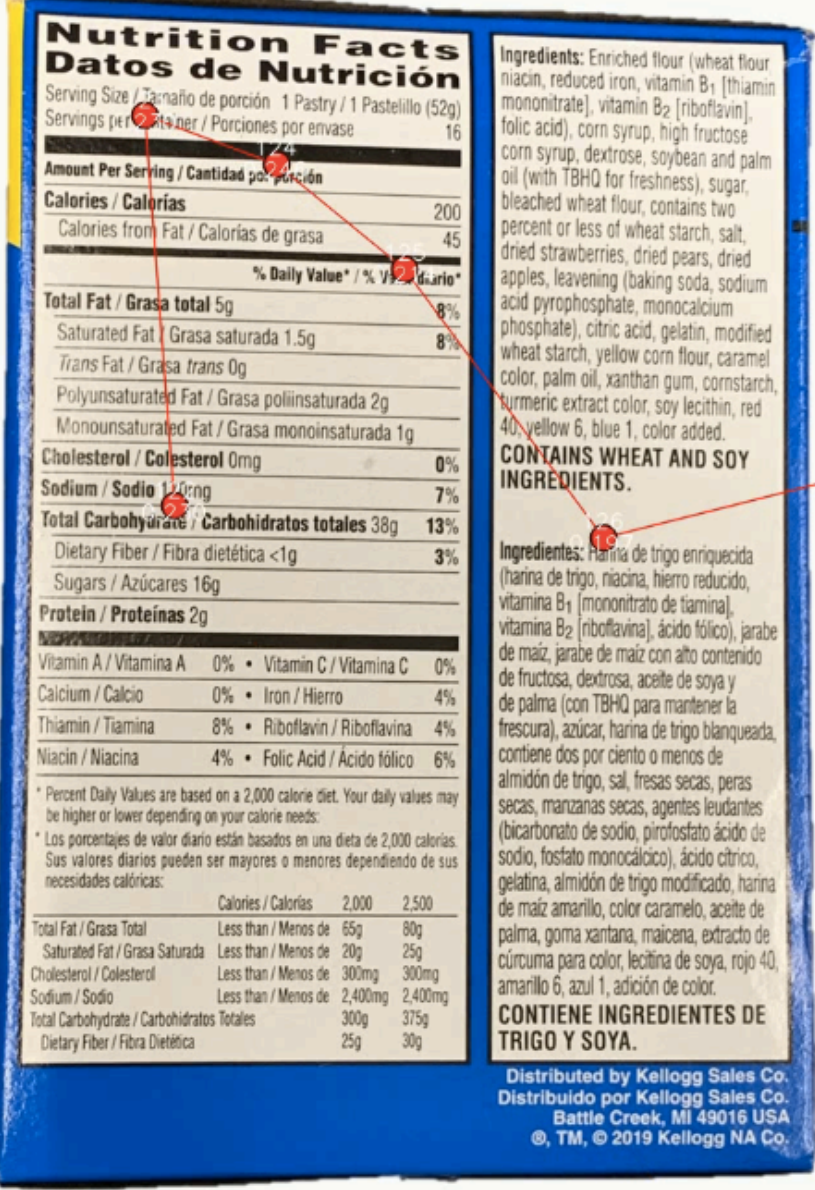


Item B



Methods

A Gazeport eyetracking bar was used to capture fixations of consumers while they compared two brands of food products. After making their selections they then completed the questionnaire that asked about food restrictions, their confidence in selecting a food item, and knowledge of the nutrition label itself.



Item A



Item B



Item A



Item B

Key Findings

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.**