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## Influencing Consumer Choice for Healthy Foods at the Point of Purchase

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## INFLUENCING CONSUMER CHOICE FOR HEALTHY FOODS AT THE POINT OF PURCHASE

Obesity is a world-wide issue causing not only health problems for individuals but also having severe consequences to economies on a broader scale. Therefore, much attention has been given to promoting healthier consumption patterns among consumers. Marketers can do their part in the battle against obesity for example by promoting healthier products through marketing communications and pricing strategies at the point of purchase. This dissertation set out to better understand the effectiveness of such tactics in helping consumers make healthier decisions. Essay 1 compares the effects of different types of front-of-package nutrition labelling on a number of consumer outcomes through a meta-analysis. Essay 2 focuses on a specific type of nutrition label, namely nutrition claims, and compares claims focusing on the addition of positive nutrients and the reduction of negative nutrients. Essay 3 investigates potential unintended consequences of price discounts on healthy food products. Overall, the findings suggest that the effectiveness of these tactics may be limited due to unintended consequences on product perceptions. Marketers and policy makers need to acknowledge that consumers are not basing their food choices on considerations of health and price alone. More focus should be placed on increasing consumers' overall health motivation.

### About the author

Iina-Maija Ikonen (1991) is Assistant Professor in Marketing at the University of Bath. She conducted her PhD studies at the Vrije Universiteit Amsterdam. She holds an MSc in Business and Management from Stockholm School of Economics and a BSc in Economics and Business Administration from the University of Turku. Her main research interests focus on consumer behavior in relation to healthy food consumption and visual product presentations.

INFLUENCING CONSUMER CHOICE FOR HEALTHY FOODS AT THE POINT OF PURCHASE



# INFLUENCING CONSUMER CHOICE FOR HEALTHY FOODS AT THE POINT OF PURCHASE: THE ROLE OF MARKETING COMMUNICATION AND FOOD PRICING STRATEGIES

IINA-MAIJA IKONEN