

Research on the Effect of the Food Nutrition Labeling on the Consumer's Buying Behaviour

Lifang Guo

Hainan College of Vocation and Technique, Haikou, Hainan, 570216, China

Keywords: Food nutrition label, Consumer, Purchase behaviour, Direct influence, Label content

Abstract: Consumers' purchase behaviour is affected by many factors. From the perspective of guiding consumption and obtaining income, enterprises need to pay attention to the role of labels. This paper attempts to analyze the direct and indirect impact of food nutrition label on consumers' purchase behaviour, and gives the impact of the core content of label, the impact of the richness of label information, and the generation of purchase tendency. Finally, the paper discusses the method of using food nutrition label to guide purchase behaviour and serve the follow-up work.

1. Introduction

The food nutrition label is generally printed, adhered to the eye-catching place of the food package, marked with nutritional ingredients and displays nutrition information, as well as the appropriate health statement. The food industry in China is developed, multi-category, and the mass food flows around the market all year round to meet the purchase demand of different consumers. In order to further stimulate the consumption behaviour and the management of the food market, the management of the food nutrition label should not be ignored, and the consumption impact should be analyzed.

2. The Direct Effect of the Food Nutrition Label on the Purchase of the Consumer

2.1 Impact of the Core Content of the Label

The direct influence of food nutrition label on the purchase behaviour of consumers is generally paid attention. When consumers try to buy food, if there is room for choice, some key information is often compared, including food price, brand and nutrition. When the price and brand difference of food is small, the core information presented by food nutrition label can directly affect the purchase behaviour of consumers. In previous studies, researchers found that middle-income people in urban areas have very high attention to food nutrition, such as adults who buy children's food, often focus on whether there is metal and excessive sugar content of food, among 2,200 respondents, 18. Twenty-six people expressed "The status of nutrition determines its purchase behaviour", accounting for 83.0% [1]. The nutritional status is mainly presented by the core information of the food nutrition label, which is the direct influence of the label.

2.2 Impact of Label Information Richness

The richness of label information refers to whether the presentation of the surrounding information is complete and rich while the label presents the core information. Taking sugary drinks as an example, some scholars found that the main consumers of drinks were adolescents and middle-aged people. When middle-aged people buy drinks, they will give priority to the evaluation of "nutrients", understand the contents of carbohydrates and sugars in drinks, and analyze the contents of calories and water electrolytes when the differences in nutrients mentioned above are not significant. The above differences are still not significant, and sodium and fat will also become the targets of consumers' attention. The data show that about 75% of young and middle-aged consumers, In the purchase of sugary drinks, all kinds of nutrients will be analyzed, and the more abundant the information presented by the food nutrition label, the higher the incidence of

purchasing behaviour [2]. On the one hand, rich information helps consumers understand the food situation and assist in the decision of buying behaviour. On the other hand, the attention of young and middle-aged groups to health makes them pay more and more attention to the analysis of food nutrition, and the rich labels are more in line with their cognitive requirements.

3. Indirect Influence of Food Nutrition Label on Consumer Purchase Behaviour

3.1 Emergence of Purchasing Tendencies

In the indirect effect, the food nutrition label can make the consumer purchase a tendency, even if the purchase behaviour has not occurred, the consumer can be made a potential customer. Such as consumer attempts to buy long-term food products, including edible oils, salts, and the like, tend to favor more reasonable consumer goods in the nutritional structure. The non-transgenic soybean oil and the iodine-containing refined salt are more attractive to consumers than other edible oil and crude salt. The information at the food nutrition label can directly present the above-mentioned content, and the consumer will pay more attention to the various kinds of information presented by the food nutrition label from a healthy point of view, so that the high-quality food can get more attention, even if the consumer does not buy it immediately. The corresponding food will also be paid attention in subsequent purchase activities. In addition, from an economic point of view, the “impulse consumption” is also indirectly affected by the food nutrition label. The impulse consumption refers to the basic characteristic [3] that the consumer does not plan in advance in advance of the external factors, and has the basic characteristic that is formed under the condition of the prior unconsciousness, the plan and the promotion. If a consumer enters the mall, a certain type of food (sugar-free cola) is found in a striking position, and the food nutritional label of the food presents an attractive information (sugar-free), which is likely to cause a “impulse consumption”.

3.2 Anti-Renaturation Purchase Behaviour

Food nutrition label is an objective presentation of food commercial value, its indirect impact on consumer buying behaviour, but also reflected in repeated purchase behaviour. A variety of foods in the market provide consumers with a wealth of options. When consumers have the willingness to buy, some foods that are more in line with their needs will be favored by consumers. For example, consumers buy “pollution-free vegetables”, in the food nutrition label of vegetables, including its nutritional components, but also including dominant nutrition information, including more vitamins, trace elements and so on. Under the influence of the food nutrition label, the consumer completes the purchase behaviour, which can be regarded as the food nutrition label. As a direct effect, when consumers try to buy vegetables twice, consumers tend to give priority to looking for food with similar characteristics because of the basic motivation of previous purchase behaviour (health, organic vegetable purchase). Under the indirect influence of food nutrition label, complete the repeated purchase behaviour. Repeated purchase behaviour is also affected by psychological factors, such as consumers think that pollution-free vegetables improve food safety, generate fuzzy cognition under the action of food nutrition label, promote the potential purchase tendency at the psychological level, and are more likely to appear repetitive purchase behaviour.

4. The Method of Guiding Purchase Behaviour by Using Food Nutrition Label

4.1 Improve the Design Effect of the Label

Try to use food nutrition label to guide purchasing behaviour, first of all, we should improve the design effect of the label. In principle, it emphasizes objective content and complete information. The specific methods include colour design, location design and presentation design. In terms of colour design, it is recommended to use colours with distinct contrast effects with food outer packaging, such as rice, noodles and vegetables under white outer packaging. Red food nutrition labels can be used to improve the conspicuity of labels. For the label with red as the background colour, the white font is used to describe the text, and the colour contrast effect between the text and

the background colour is improved for the second time, so as to effectively highlight the information. In terms of location design, two modes of edge concentration and center concentration can be adopted. Edge concentration is applicable to the nutritional label design of food outer packaging with the characteristics of face and arc, which can present a large amount of information. It emphasizes that the nutritional label of food is placed on the lower edge of the outer packaging, which is convenient for consumers to view, without lifting or changing the packaging position. For the food with smaller packaging specifications, easy to take and look at horizontally, the centralized mode is adopted, such as Coke bottles, canned snacks, etc. consumers can directly understand the nutrition of the food through the food nutrition label to assist the purchase decision-making. In terms of presentation design, emphasis should be placed on the highlighting of core information and the comprehensive presentation of secondary information. It is proposed to present the core nutrition information in the main position of food nutrition label and the top position on the left side, and display and arrange the follow-up information according to the importance of nutrition information. For example, if the processed vacuum packaged food contains preservatives, it should be noted as the key information, and then the ingredients, nutrients, different substance content and other contents should be given, so as to realize the orderly presentation of nutrition information and improve the design effect of food nutrition label..

4.2 Optimize Label Content

The optimization of label content focuses on two aspects: information integrity and authenticity, so as to ensure that the nutrition label of food can present three parts: nutrition composition, nutrition claim and health claim. Integrity refers to the complete presentation of nutrition information in food nutrition label, including the content of basic composition, additives, harmful substances, beneficial substances, and whether it meets the national standards. For example, some canned food and long-term stored food are likely to be treated with preservatives such as potassium sorbate. When designing food nutrition label, the above contents shall be presented. Authenticity refers to the nutritional information and content in food, which should be noted in strict accordance with the standard to avoid misleading consumers. For example, the nutritional components of beef, including protein, potassium, phosphorus, cholesterol, magnesium, sodium, fat, etc., in which the protein content is generally about 18-22g / 100g, and the higher protein content reflects the high quality, high quality and high fat content of beef, indicating that the nutritional value of beef is low. After processing, the nutritional composition of beef changes. Further determination is needed to ensure that the content of protein and fat in the food nutrition label is in line with its actual level and achieve reasonable consumption guidance. The optimization of label content can not affect the performance of its basic functions. It requires a complete and true label to cover the three parts of nutrition composition, nutrition claim and health claim, so as to provide a more direct basis for consumers' purchase behaviour..

4.3 Strengthening the Standardization of Label Management

Label management standardization requires enterprises and market management departments to work together to ensure scientific and reasonable design of food nutrition label content. As mentioned above, the food nutrition label must cover three parts: nutritional composition, nutrition claim and health statement. Nutritional components are generally expressed in visual numbers, while nutrition claims include nutrient content, content comparison. Nutrient content refers to qualitative information such as “high”, “rich”, “low” and “none” in food, which is based on the value of nutritional components. The health statement refers to the fact that the nutrients in food contribute to the normal growth, development and normal physiological function of the human body. It is required to be indicated in food nutrition label on the basis of nutrient content and content claimed. Market departments can check regularly and communicate with consumers, and ask consumers to give feedback on purchase behaviour to know whether false food nutrition label induces unreasonable consumption, and deal with them. Enterprises can also use big data technology to analyze the current food nutrition label situation, understand their own food nutrition label design effect, information presentation insufficient, learn other advantage enterprise

experience, strengthen food nutrition label update. Under the premise of standardization, it can enhance the attraction to consumers and guide purchase behaviour.

5. Conclusion

In summary, food nutrition label has obvious influence on consumer purchase behaviour, and also has room for further optimization. In terms of direct influence, the core content of labels and the richness of label information are the main factors; Indirectly, food nutrition labels may cause consumers to buy and promote repetitive buying behaviour. In order to give full play to the advantages of food nutrition label, we can continue to strengthen the design, optimize the content, in order to standardize the management and enhance the role of label.

Acknowledgement

Scientific research project of Higher Education Department of Hainan Province (Number:Hnky2018-80).

References

- [1] Xing, Qingqing. (2017). Effects of food nutrition, organic and country of origin labels on consumers' willingness to pay. Nanjing Agricultural University.
- [2] Lu, Qing. (2016). A study on the impact of claims in food labels on consumers' willingness to buy. Harbin University of Technology.
- [3] Luo, Yuanfang. (2016). Effect of Data Accuracy on Heat Sensing and Food Selection in Caloric Label. Hunan University.