



THE COLOUR NUTRITION INFORMATION (CNI) AS NEW TOOL FOR EDUCATING CONSUMERS

Katarzyna Włodarska, Katarzyna Pawlak-Lemańska

Department of Technology and Instrumental Analysis, Institut of Quality Science, PUEB,

e-mail: katarzyna.pawlak-lemanska@ue.poznan.pl

Role of food labels

- Element of consumer health protection
- Ensuring the possibility of supervision by official food control authorities
- Knowledge of consumers about the product (food)
- Element of consumer education
- Marketing tool
- Better product experience for consumers



The aim

- ❖ to investigate effect of CNI Nutriscore on emotional and visual perception of consumer's reaction
- ❖ examine the consumer knowledge about importance of nutritional values of food products and they willingness-to pay or buy.

Methods

measurement purchasing preferences and habits - dedicated inquiry questionnaire (CATA)
measurement perception and focus on product information - eye-tracking techniques (Oculid,DE)
measurement emotions evoked by product information - FaceReader on-line software (Noldus,NL)



Preliminary results

Only 26 respondents were examined

Juices were described as natural and tasty, and healthy even Nutriscore level on the labels were different

Only 30% of respondents were familiar with Nutriscore sing conception

The labels' zones which attract the consumers the most – the Nutriscore sign and brand name