The Nutri-Score: whether, why, and for whom it works

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INTRO
The Nutri-Score’s effectiveness has been shown in different online and offline experiments, but evidence on why and for whom the Nutri-Score affects buying behavior is lacking.

HYPOTHESES
- H1: The presence (vs. absence) of the Nutri-Score activates participants’ health goals which improves the average healthiness of shopping baskets.
- H2: The activation of health goals underlies the Nutri-Score effect, but the more strongly the more health-concerned consumers are.

METHODS
- Study 1 (N=134, online webshop) and study 2 (N=236, online webshop): measurement-of-mediation between-subjects (Nutri-Score: present vs. absent) design.
- Study 3 (N=341, online) experimental-causal-chain between-subjects design (health goal activation: yes vs. no).

RESULTS
Study 1 and study 2: consistent results

Study 1 and study 2
- The effect of the Nutri-Score on the average healthiness of shopping baskets is fully mediated by an activation of health goals.
- Not moderated by level of health concern → promising finding.

Study 3: experimental-causal-chain design
- Manipulation of health goals with a scrambled-sentences task (Bargh & Chartrand, 2000)

DISCUSSION
- Insight in how and for whom the Nutri-Score works is instrumental to further improve the label.
- Our findings are informative for academics, practitioners and governments in the debate of the Nutri-Score as only mandatory front-of-pack label.