

Tasty, healthiness, or sustainability: the influence of different claim frames in purchase intentions of new food products

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Abstract

In marketing new products, effectively communicating product attributes through claims is vital to evoke consumer interest, particularly in the food industry. We investigated the influence of taste, health, and sustainability claims on consumer choices regarding new food products, considering the potential moderating effects of consumers' nutrition involvement and environmentalism behaviour. Through a lab experiment presenting traditional and novel variations of a staple food product paired with different claim frames, our preliminary analysis (data collection is ongoing) suggests a trend: health claims marginally outperform taste claims, while sustainability claims exhibit the least impact. Surprisingly, consumers' nutrition involvement and environmentalism behaviour do not appear to moderate claim effects. These findings offer insights for marketers seeking to tailor strategies to promote new versions of healthier and more sustainable food products.

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