

DETERMINING TYPES OF CONSCIOUS CONSUMERS WHO PREFER NUTRITION LABELING

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Abstract: *One of the most important pillars of a healthy lifestyle is healthy nutritional value, in which FOP nutrition labels can support consumers in making the right decision. A healthy diet is essential for overall well-being and the prevention of many chronic diseases. Special attention must be paid to the use of FOP nutrition values in order to prevention and healthy decision-making. It is important that people can interpret the nutritional value of food as simply as possible, which FOP nutrition labels can help them with. The packaging has to provide realistic and accurate information about the product. This study describes four types of FOP nutrition labels used in the European Union: Nordic Keyhole, Nutri-Score, Traffic Lights, Nutrinform Battery. During the conducted focus group interviews, the participants got acquainted with these nutrition labels and created the personality types that they can imagine knowing and using the given FOP nutrition label.*

Keywords: food-marketing, nutrition labels, food-choice
(JEL code: R20)

INTRODUCTION

Obesity and obesity-related diseases are an important public health problem, both internationally and domestically. Its treatment is a serious challenge for professionals, but at the same time, prevention can be more effective in the fight against obesity. It is known not only in health circles, but also in an increasingly wider part of the population, that diet is an important etiological factor in the development of most diseases and influences their outcome and the effectiveness of treatment.

Overweight and obesity are cardiovascular diseases, especially heart diseases and strokes, as well as diabetes, some joint and cancer diseases (such as uterine, breast, ovarian, prostate, liver, gall bladder, kidney - and colon cancer) is a major risk factor and leading cause of death worldwide. As the body mass index (BMI) increases, the risk of diseases also increases (WHO, 2021). Obesity and being overweight can reduce life expectancy by approximately 3 years on average in the European Union, according to data from the Organization for Economic Co-operation and Development (OECD) (OECD/European Union, 2020). Hungary can be classified as one of the overweight countries in the European Union, as al-

most 2/3 of the adult population is overweight or obese (Erdei et al., 2017), unfortunately, the ratio among children can also be described as a bad situation, as every fourth child in our country counts overweight or obese. Children are of particular importance, because a person who is overweight or obese as a child is more likely to remain obese as an adult, and is more likely to develop certain diseases and die prematurely.

Obesity is the amount of excess body fat in the body, which is determined by the body mass index (Body Mass Index, BMI), but not only the amount of fat, but also the distribution of body fat must be taken into account. In most cases, obesity is due to a complex mixture of environmental, genetic and psychosocial factors, in a small proportion of cases endocrinological disorders play a role. Obesity results in co-morbidities such as diabetes, cardiovascular diseases, malignant neoplasms, sleep disorders and osteoarthritis, and can also cause a number of psychosomatic disorders. Through these comorbidities, obesity contributes significantly to many diseases and deaths.

Losing weight and maintaining a normal body weight can be successfully achieved by changing a high-calorie diet and a sedentary lifestyle, as well as taking into account the indi-

vidual's physical, mental and environmental conditions. Obesity has become a global problem in the last century, because the accumulation of body fat plays a role in the development of several diseases. Overweight and obesity cause the majority of type 2 diabetes and high blood pressure, infertility, birth complications, arthritis, it also contributes to an abnormal blood lipid profile and the development of several types of cancer, increases asthma symptoms, and significantly worsens the general state of health. Obesity, in addition to the corresponding genetic characteristics, can be prevented with the right diet, adequate physical activity, enough sleep, low stress, and favourable environmental conditions, but this is a serious challenge for everyone (Csapó-Albert, 2021).

An improper diet contributes to the risk of overweight, obesity and general ill health. A healthy diet is considered one of the most important pillars of a healthy lifestyle. The so-called FOP nutrition labels (Front Of Packaging) placed on the front side of the packaging can help consumers make the right choice and choose healthy food with adequate nutritional value. In order to develop a general sense of well-being, a healthy diet is essential, and thus the development of many chronic diseases can be prevented. For the sake of both prevention and healthy decision-making, it is important that consumers pay sufficient attention to the FOP nutrition labels and use them correctly, as they can easily check the nutritional value of foods with the help of the FOP nutrition labels.

Particular attention is paid to the packaging of food, which includes all the information visible on the packaging, as well as the mandatory and voluntary nutrition labels. The uniform requirement for food labels is to provide accurate, authentic and reliable information about the food. The importance of nutrition labels is also supported by research that they support consumers in choosing healthier foods, and in the light of the results, it can be stated that they result in a significant improvement in the healthy amount of diets (Shangguan et al., 2019). According to Cowburn and Stockley (2005) it is difficult and imprecise for consumers to interpret markings placed on the back of the packaging, mostly in diagram format, containing numerical data.

The markings placed at the front of the packaging provide information on the nutritional content of the food in a simple, easy-to-interpret form for consumers, and also help consumers to focus on the most important health-related information instead of other marketing information on the packaging. In addition to the fact that the primary purpose of nutrition labels is to inform consumers, they play an important role in encouraging healthier choices (Hobin et al., 2017), and they can also motivate the food industry to transform the food supply into a healthier profile (Griffith et al., 2017).

Consumers are constantly at risk of developing problems as a result of unhealthy consumption, such as obesity, diabetes, or cardiovascular disease (WHO, 2014). The primary purpose of the nutrition label placed at the front of the package is to support consumers in this vulnerable situation, i.e. to display information about the nutritional value of food in a more comprehensible way, thus supporting a "healthier" decision and a healthier lifestyle. Addressing health problems related to nutrition and diet is an important and serious problem for

both food distributors and policy makers. A generally recommended approach to encouraging consumers to adopt healthy eating habits is simpler and clearer information on nutritional composition. The goal is for consumers to be able to process as much as possible all the information needed to choose healthier food (Balasubramanian and Cole 2002).

It can be concluded that consumers suffer from a lack of time when shopping, they can devote little time to shopping, which is why they cannot examine the information on the packaging, and they have difficulty understanding the data content of the nutrition label on the back of the packaging. On the other hand, nutrition labels placed at the front of the package support consumers in making an informed decision in just a few seconds, as they not only contain data, but in some cases, combined with symbols, summarize the key nutritional aspects and characteristics of foods in a simplified form.

Nutrition labels

In the current situation, when the majority of consumers are struggling with overweight and obesity, and the resulting non-communicable diseases, special attention is paid to the packaging of food, which also includes the voluntary FOP-nutrition labels.

However, the nutrition labels placed at the front of the package are not the same, their content and structure are different (Kanter et al., 2018).

FOP-nutrition labels can be divided as follows:

- „nutrient-specific” systems that provide detailed information on certain nutrients,
- systems with a „summary indicator” which is a general quality and „health” overview assessment (Savoie et al., 2013).

„Nutrient-specific” systems can be further divided into color-coded and numerically marked categories, which include logos expressing the recommendation. The „positive” label can be applied to foods that meet certain prescribed nutritional value criteria. There are also systems that use „classification” markings that can be placed on all foods, as they provide comprehensive and classified information about the product (Julia and Hercberg, 2017).

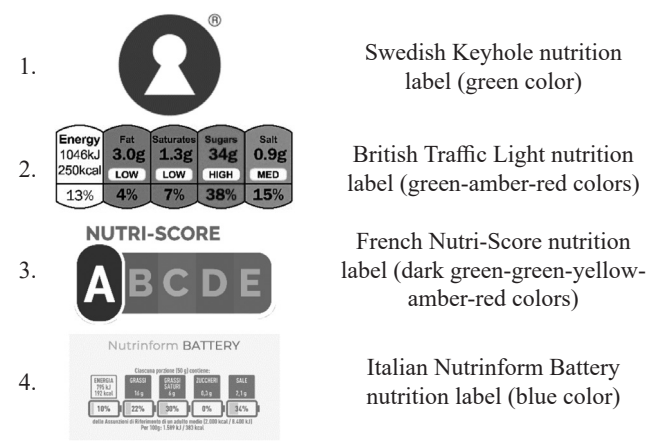
According to Newman et al. (2014), there are two categories:

- the „reductive” category, which contains the information on the nutritional value on the back of the package in an abbreviated version. This category includes, among other things, calorie labels and recommended daily amounts. They provide objective information about the nutritional content of the food, placed at the front of the package, in a more understandable form, in a less complex way than the information placed on the back of the package. However, despite the advantages, reductive markings are time-consuming and difficult for consumers to interpret (Hawley et al. 2013; Talati et al. 2016).
- the „evaluative” category, which evaluates nutritional information for the consumer. It evaluates, that is, it classifies the product into „good” and „bad” groups (Andrews et al., 2011),

which associates the classification with color codes, such as red, yellow and green, to different levels of nutrients, which makes consumers' decisions much easier (Roberto et al. , 2012). Evaluating categories include, for example, traffic light labels, warning labels, nutrition claims and health claims.

The four types of FOP-nutrition labels included in the research are shown in Figure 1.

Figure 1. FOP nutrition labels included in the research



Source: own editing

MATERIALS AND METHODS

The primary data collection included two focus group interviews, which were conducted in August 2024. The sample is not representative in accordance with the exploratory nature of the study. During the two interviews, we asked 8 consumers each. The participants of both focus groups were randomly selected, and accordingly, there is a mix of health-conscious and non-health-conscious participants among the focus group members. The participation of women was higher, in the first focus group there were 6 women (75%) and 2 men (25%), and in the second focus group there were 7 women (88%) and 1 man (12%) participants. All participants easily understood the FOP nutrition labels and their essence, even those who were previously unfamiliar with the labels were able to identify them.

RESULTS AND DISCUSSION

In relation to FOP nutrition labels, the interview touched on the topic of the creation of the personality type associated with the given nutrition label. After the introduction, the participants got to know the FOP nutritional labels one by one (Keyhole, Traffic light, Nutri Score, Nutrinform Battery). Then, a consumer personality was created for each of them, which was done according to specified criteria: gender, age, hair color, marital status. The participants had the opportunity to make other observations and comments about the created consumers, on the basis of which it was possible to assign complete personalities and life situations to each type. Using artificial intelligence, images of the consumers were created based on the pre-specified criteria.

In both focus groups, it can be observed that common aspects emerged when creating the personality types, despite the fact that the participants defined completely different personalities. Common aspects were the awareness shown during nutrition and grocery shopping, healthy eating, or at least the striving for it, lifestyle changes and weight reduction were also common aspects. Sports and sports opportunities were also discussed for each created personality type.

After learning about FOP nutrition labels, focus group participants readily identified with it. Based on the given criteria, complete personalities were defined, with their main character traits, as well as their current life situation, family background, and plans for the future.

The personality types imagined and created for the nutrition labels by the two focus groups differ significantly based on several aspects.

As an introduction to the interview, we lightened the mood with a short introduction. The first was the presentation of each FOP nutrition label, in the framework of which they could see the given FOP nutrition label in a photo. We presented the advantages and disadvantages, in addition to general information, followed by the definition of the type of consumer envisioned for the given nutrition label.

When creating the personality types, the participants of the focus group had to agree on the following aspects: gender, age, body shape, skin color, whether they have tattoos and body jewelry, hair color, length and type, eye color, nose and ear size. In addition to external factors, the highest level of education and marital status were also determined for each imagined type of consumer. The internal characteristics could be determined using a ten-point Likert scale according to the following characteristics, where 1 represented a positive opinion, while 10 represented its negative meaning:

- healthy diet;
- amount of time spent shopping;
- information about food;
- considering the information on the packaging as an authentic and reliable source;
- is he a conscious customer;
- is sustainability important to him;
- is it important for him to buy healthy food;
- how much does nutritional labeling help in decision-making;
- do you like to shop;
- how optimistic, optimistic, kind;
- how sympathetic a customer is.

The participants of the focus group could also give other comments and observations in relation to the imagined consumer. With this option, they were able to define the personality even more precisely and describe the life situation of the given imagined consumer.

Swedish Keyhole nutrition label

Sweden introduced the first FOP nutrition label in the European Union in 1989, which was named “Keyhole”. The basis of the name can be traced back to the shape of the green symbol. The Swedish National Food Agency developed this label, which is a summary free label that stands out from the

positive labels. This marking encourages a healthier choice, based on criteria depending on the nutrient content, such as fat, sugar, salt content, with a green marking on the packaging. The Keyhole FOP nutrition label has been widely accepted in many countries, but some research groups regard it as a health claim rather than an interpretive FOP nutrition label (RAYNER ET AL., 2013).

The Keyhole FOP nutrition label can be displayed on both prepackaged and bulk foods. The primary purpose of using the label is to enable consumers to make healthier dietary choices. However, it has an encouraging effect on producers and manufacturers to produce foods that meet the criteria for placing the Keyhole FOP nutrition label (LIVSMEDELSVERKET, 2021a,b; VAN DER BEND ÉS LISSNER, 2019). The criteria are determined by the cooperation of the Nordic authorities that use nutrition labeling, but companies and other interested parties can also comment on the proposal (LIVSMEDELSVERKET, 2021a; LIVSMEDELSVERKET, 2020). The specified criteria differ for each food group: they range from the requirements for the amount of fiber and whole grains to the amount and quality of fats or sugars, but they differ for each food group, but the Keyhole FOP nutrition label indicates the healthiest choice within a given food group. Some food groups are on the prohibited list, such as food made for children under 36 months.

According to Livsmedelsverket (2021d) research, the Keyhole FOP nutrition label can overcome social differences in eating habits.

The Keyhole nutritional label is voluntary and does not involve any costs, however the environmental protection and health protection offices check whether the companies using the keyhole meet their criteria (LIVSMEDELSVERKET, 2021a).

This nutrition label has been used in Sweden for more than thirty years. It is also used in other countries within the European Union, such as Denmark and Lithuania, and also in Norway, Iceland and Macedonia (LIVSMEDELSVERKET, 2021).

The members of the first focus group imagined a man over 40 years of age who is a consumer with an average build, light skin, light brown hair and blue eyes. According to the participants, a Danish family man who buys very little, because his wife does the shopping. Because of this, he doesn't even have to spend much time on shopping, he rarely goes shopping with his wife. However, there are situations in life when he has to deal with grocery shopping. In such cases, he likes to take the usual products off the shelf. The Keyhole marking helps him, because he knows the green sign and trusts that he will really choose a healthy food.

The imagined consumer eats healthy, but spends little time shopping and examining the food packaging. The FOP nutrition label can help him to choose the best option. Furthermore he can make a decision easily and quickly in the case of a known or unknown product. Despite the small investment of time, it is important for him to put healthy foods in his basket. In addition to a healthy diet, regular exercise is important to him, so he goes for a run several times a week before work, and he likes to go to the nearby swimming pool on weekends.

He lives with his family in an apartment complex on the outskirts of town. They have two sons. His older son also swims

regularly, so they go swimming together on weekends. And his younger son plays handball, so he tries to pay more and more attention to this sport as well, so that he has sufficient knowledge and physique for this sport. His workplace is located on the other side of the city, in the industrial park, where he usually goes by bicycle or car. Due to the increased traffic and the number of cars, he cycles more and more often, thus avoiding unnecessary time spent in traffic jams. He likes to go out with his family on weekends, when they mostly go hiking in the mountains.

His personality is calm, cheerful, good-natured, kind, friendly and well-intentioned, however, shopping makes him tense, which makes him a less sympathetic customer.

Figure 2. Imagined consumer of Keyhole FOP nutrition label (First focus group)



Source: Ideogram, own editing

The members of the second focus group imagined a German mother. The lady is between 40-45 years old, divorced, mother of two children. He has a thin build, long blond hair, blue eyes, and glasses. He has a teacher's degree and teaches mathematics in an elementary school. A healthy diet is important to him. She pays special attention to grocery shopping and nutrition, because one of her children is gluten-sensitive, so she has to adjust their meals accordingly. She really wants to exercise regularly, but with her children and work, she only has some time for sports on weekends. His children go to training twice a week, one plays basketball and the other swims. For your children, it is also a matter of course that they eat healthy. As a busy, single mother, the marking on the front of the packaging is a big help for her, on the basis of which she can make a decision quickly. In his opinion, these nutrition labels are important, because even small children or the elderly can easily interpret them, and thus they can take care of their health. Your children also observe the markings and can use them to help you when shopping.

They live in a small town, in a family house with a large garden. They have a cat and a dog.

His personality is determined, a typical leader type, thoughtful, but kind, friendly, well-intentioned, especially sympathetic as a customer.

Figure 3. Imagined consumer of Keyhole FOP nutrition label (Second focus group)



Source: Ideogram, own editing

British Traffic light FOP nutrition label

The FOP nutritional value markings, called traffic lights, are so named because they display the colors characteristic of traffic lights: green, yellow/amber and red. Prescriptive and prohibitive nutrient contents are marked with these colors. Traffic light FOP nutritional value markings are not widespread markings, although only three countries have introduced them, the UK, Ecuador and South Korea, and only one country has made the marking mandatory (DÍAZ ET AL., 2017).

Introduced in the UK in 2013, the 'traffic light' FOP nutritional labeling system combines color-coded percentages of the reference intake value. It shows the saturated fat, fat, salt and sugar content, as well as the energy content of a portion of food. Based on the amounts found in 100 ml of drinks or 100 g of food, this marking indicates with colors whether the amount of the listed nutrients in the given food is "high" (red), "medium" (yellow), or "low" (green).

The UK and South Korean FOP nutrition labeling systems include total fat and saturated fat, as opposed to the Ecuadorian label which only shows total fat. Limits for total fat are stricter in the UK than in Ecuador, but the opposite is true for total sugar (DÍAZ ET AL., 2017).

The members of the focus group imagined a woman between the ages of 30 and 39. Because of her blue eyes and

shoulder-length, straight blonde hair, the member of the focus group specifically imagined a German lady. According to their opinion, she lives in a relationship and they want children. She buys purposefully and analyzes and checks everything. Her physique is average: she is not overweight, but she is not athletic either. She has several tattoos. She and her partner live in a small apartment near the city center. They do not have pets, as she spends most of her time at work. She is an office manager near in the city center. This is not her dream job, but it provides a good living for her. Because of the many overtime hours, he has little time to exercise. She usually goes to a small gym, where there are not as many people as the well-known and popular gyms, because he does not like large crowds. She and her partner are planning a wedding and they also want a child, which is why she is putting more and more emphasis on health and healthy nutrition. She is determined to be a fit mom.

She is a conscious buyer, prefers healthy foods. She is thoroughly informed about food, but she does not like to change her shopping basket. She tries to buy the usual products, because she she spends a little time on shopping and she does not like this activity. She does not consider the information on food packaging to be an authentic and reliable source, as she only examines food packaging occasionally and spends little time on it. She gets information from other sources and tries to find out in advance so that she can reduce the time of the purchase. She is familiar with the nutrition label, on the basis of which she can quickly and easily judge the given food and can quickly and easily make a decision about the purchase. Sustainability is also important to her. The members of the focus group defined her personality as a cheerful, cheerful, optimistic, kind and friendly, sympathetic customer.

Figure 4. Imagined consumer of Traffic light FOP nutrition label (First focus group)



Source: Ideogram, own editing

Figure 5. Imagined consumer of Traffic light FOP nutrition label (Second focus group)



Source: Ideogram, own editing

The members of the second focus group imagined a 30-year-old lady. She is obese, she has brown shoulder-length curly hair and blue eyes and wears glasses. She lives alone, in an apartment, on the outskirts of the city. She does not pay attention to nutrition, nor is it important for her to eat healthy. She eats fast food several times a week, mostly hamburgers, because this is a good solution for her to solve the given meal quickly. She doesn't like to cook and doesn't really know how, which is why she used to just order food. However, due to the health problems caused by being overweight, diabetes and high blood pressure, she needs to act as soon as possible: she needs to eat healthier and start exercising. It is very difficult for her to get used to this, because she likes to eat good food and snacks, various sweets and chips. Her doctor received her all support to start changing her lifestyle. The doctor explained the Traffic Light nutrition label and how to use it so that you can identify healthy foods more easily and quickly. However, she still lacks her own determination. Time is pressing, because her health problems and her weight are becoming increasingly serious problems.

She has a secondary education and works in the HR department of a local company. She would like to continue her education, but she lacks the determination to do so. Her personality is very kind, smiling, cheerful.

French Nutri-Score FOP nutrition label

The first summary FOP nutrition labeling was developed in New Zealand, and was introduced voluntarily in Australia and New Zealand in 2014. This mark, depending on the nature of the product, uses a mark ranging from half a star to

five stars, with negative and positive components (MHURCHU EZ AL., 2017). In 2017, France developed and introduced a voluntary system similar to the star rating. With five categories, color codes and letters (from A to E), it is used to summarize the health status of the product (JULIA ET AL., 2017). The French "Nutri-Score" system is most similar to the scale for classifying household appliances in the energy class. The Nutri-Score indicates the overall nutritional value of a given food. The Nutri-Score FOP nutrition label uses a five-color scale with foods with the lowest nutritional value in dark orange and foods with the highest nutritional value in dark green, complete with letters from E to A. The algorithm for scoring the nutritional value takes into account the positive (protein, fiber, fruits, vegetables, legumes and seeds) and negative (calories, salt, sugar, saturated fats) components.

The members of the focus group imagined a male consumer in his forties, childless and divorced. He is trying to become a conscious customer.

His hair is brown, short and messy, he has blue eyes, a wide nose and small ears. His physique is average, but it seems that he has played sports before. He is currently minimally overweight, but this can be easily corrected with sports and lifestyle changes.

After the divorce, he lives alone. He has to shop alone, and he has to take more time to choose the right, healthy foods from the stores. He thoroughly informs himself about food by browsing the internet in advance, so he can reduce the time spent shopping. He does not like shopping, he considers it an unnecessary waste of time, so it is important for him to minimize the time spent on it as much as possible. He always looks at the food packaging when shopping, as he considers the information on the front of the packaging to be a reliable source.

Figure 6. Imagined consumer of Nutri Score FOP nutrition label (First focus group)



Source: Ideogram, own editing

With the help of the nutrition label on the front of the packaging, you can easily and quickly make informed decisions about food. He buys consciously, healthy nutrition is important to him, as he definitely wants to change his lifestyle. Due to his past as an athlete and water polo player, he is no stranger to diet and healthy eating. He is aware that he can quickly change his body shape with diet, attention and exercise.

He lives alone on the outskirts of the city, in a newly built apartment complex. His apartment is simple, clean, and you can see the signs of a fresh start, as he only recently moved in. He has to commute to work, he works in another settlement, so he goes by car. Public transport and cycling to work cannot be solved. He goes hiking or cycling in the mountains on weekends, goes swimming two mornings a week, and goes to the gym two afternoons. Really committed to lifestyle change.

His personality is optimistic, cheerful, cheerful and calm, kind, benevolent and friendly, despite the fact that he wants to complete the purchases in the shortest possible time, he can be considered a sympathetic customer.

The members of the second focus group imagined a 45-year-old family man. He lives in the village with his wife and two daughters. They have their own agricultural business, in which they work together with his wife. The basis of their business was that they wanted a self-sufficient economy. However, in addition to their own farm, they were given the opportunity to purchase land and an organic farm, so that they can provide food for several families locally, and also deliver to restaurants. The business means a lot of work, but a secure livelihood for them.

He has an average build, brown hair and eyes, and tanned skin. In order to operate the business at a high level, he is pursuing advanced agricultural studies.

Figure 7. Imagined consumer of Nutri Score FOP nutrition label (Second focus group)



Source: Ideogram, own editing

In the economy, it is important for him to produce food that contributes to a healthy diet. They cannot produce everything on the farm, however, they try to get what they can from acquaintances and local farmers. You are familiar with the nutrition labels, if you buy a type of food that has them on them, you apply them and try to choose the food you think is healthier. However, the products that are produced on their own farm, or the local products they buy, do not have a nutrition label on the packaging.

Sustainability is very important to him, he tries to operate the economy with as small an ecological footprint as possible, and the carbon emissions are also reduced year after year.

Italian Nutrinform Battery FOP nutrition label

Italy is lagging behind in terms of front-of-pack nutrition labeling, as it only developed its own FOP nutrition labeling system in December 2020.

The Nutrinform Battery nutrition label represents the Italian proposal that they intend to adopt as part of the European Union-wide Farm to Fork strategy (GAZZETTA UFFICIALE, 2020). The purpose of this labeling system is to provide consumers with a clear and concise overview of the nutritional content of the given foods. It adapts to a balanced and varied diet, which can prevent obesity and non-communicable diseases that develop as a result, such as cardiovascular diseases, in a scientifically based and effective way. The Nutrinform Battery FOP nutrition label is an additional tool for indicating the nutritional composition of foods, which can support the mandatory list of ingredients and nutrition declaration.

The Nutrinform Battery nutrition labeling consists of two rows and five columns: the top row contains the grams per serving of each nutrient, and the bottom row shows the contribution of each nutrient to the average daily requirement. This display is marked with the charge level of an element, which recommendation is based on the recommended nutrient intake of EU Regulation 1169/2011. The five columns display other values: energy, fats, saturated fats, sugars, salt. The portion size is indicated in grams or milliliters and depends on the nutritional characteristics of the food and traditional eating habits. The Nutrinform Battery nutrition label is indicated for a single portion size, but the package may contain several portions, which are also indicated on the packaging (MINISTERO DELLO SVILUPPO ECONOMICO (MISE), 2021). The point of view of the Ministry of Economic Development, MISE, is that in order to have a healthy diet, consumers should take care to eat foods that fill them up on a given day, but do not overfill the elements of each nutrient.

Nutrinform Battery is also a voluntary nutrition label, but manufacturers who wish to use it must notify the Ministry of Health and can expect inspections later. The nutrition label can be placed on all food categories, but there are exceptions: for example, packaging areas of less than 25 cm², as well as protected designations of origin, protected geographical indications and traditional specialty product labels. These exceptions are justified by the fact that the use of the Nutrinform Battery nutrition label would hinder the consumer's understanding of the labels that attest to the uniqueness and dis-

tinctiveness of the products bearing them (GAZZETTA UFFICIALE, 2020). Research shows that in European countries, the Nutrinform Battery is more effective than the Nutri Score label when it comes to helping consumers understand the nutritional content of foods (FIALON ET AL., 2020).

The members of the focus group imagined an Italian mother in her thirties who is married and the mother of several children. She has a large family, in which she tries to maintain a close relationship with everyone. They hold frequent family gatherings, for which she likes to bake and cook, and makes herself at home in the kitchen. In terms of her body shape, she is slightly overweight, which is mainly due to the wrong meals, as she likes to eat well.

She has light, tanned skin, long, curly, brown hair, brown eyes, a nose and small ears. She has a high school diploma, but is pursuing higher studies. In terms of internal characteristics, the created consumer's personality is cheerful, cheerful, calm, optimistic, kind and friendly, a loving mother who likes to shop and can be considered a particularly sympathetic customer, but her time does not always allow her to spend a lot of time shopping. The imagined consumer is in the process of changing his lifestyle in order to reduce her body weight, it is important for her to buy healthy foods, to try to eat healthily, and to be thoroughly informed about foods. She tries to shop consciously, due to the lack of time, she routinely puts the products he is used to in her basket and does not spend much time browsing the products. In addition to lifestyle changes, conscious waiting and conscious food consumption, she emphasizes regular exercise. Taking advantage of the proximity of the large family, she has the opportunity to do sports, because there is always someone who is happy to look after her

Figure 8. Imagined consumer of Nutrinform Battery FOP nutrition label (First focus group)



Source: Ideogram, own editing

Figure 9. Imagined consumer of Nutrinform Battery FOP nutrition label (Second focus group)



Source: Ideogram, own editing

children. She likes to walk, which is an excellent form of exercise in the embrace of mountains, and she can take her youngest child with her in a stroller. Due to the proximity of the sea, she can swim regularly, where she also likes to go with children and family. Furthermore, the issue of sustainability and environmental protection is also an important aspect for her. She considers the information on the food packaging to be an authentic source, examines it during her purchases, and learns about the food.

The members of the second focus group imagined a young man aged 20-25. Who, based on his brown hair and eyes and creole skin, is a temperamental Italian young man. He is a university student and also works as a coach. At the university, he is studying sports in a master's degree. Healthy eating, exercise, and sports are very important to him.

He has an athletic body and several tattoos. He pays special attention to healthy nutrition, since as a trainer he can set a good example for many people in the field of eating and exercise. He thoroughly informs himself about the food, in which he is helped by the nutrition label on the front of the package. He considers these markings to be an authentic and reliable source, and he looks for them on the packaging, because with this he can make a quick decision about a food. His job is very busy, as he often works from morning to night as a coach. He deals with personal training and also holds classes for groups. Due to his work, he spends little time on shopping, he likes to buy the usual products. He is happy to try new flavors, possibly dishes typical of other countries. His big dream is to open his own gym.

He lives in a small seaside town and has his own apartment on the outskirts of the town. He does not want to move to the city center, because nature and its proximity are very impor-

tant to him. There are lots of green areas around his apartment and a wooded area not far away. He has a mixed breed dog with whom he regularly goes for runs in the nearby forest. He likes to go hiking on weekends. However, he considers family important, so he tries to spend time with them on weekends.

His personality is temperamental, cheerful, cheerful, kind, friendly, well-intentioned, very optimistic.

CONCLUSION

In connection with both the literature research and the interviews with the focus groups, it is clear that the use of well-planned nutrition labels placed at the front of the package is extremely important in order to provide consumers with adequate information. Front-of-pack nutrition labels encourage consumers to prefer "healthier" foods and to reduce the purchase and consumption of products that fall under the "less healthy" category. Nutrition labels not only affect consumers, they influence industry change, meaning they can encourage positive rethinking to produce more products that are rated positively.

It is of utmost importance that the introduction of nutrition labeling on the front of the package should be combined with a broad consumer education campaign, so that consumers have the opportunity to learn about the labeling, their understanding and use.

It can be seen from the focus group interview that the participants got to know the FOP nutrition labels and were able to identify the persons and characters who, in their opinion, observe and use the four nutrition labels included in the research. Four different personalities were defined for the four nutrition labels, but the common factor of a healthy lifestyle appeared in all four imagined consumers: they do sports and try to eat as healthily as possible.

Nowadays, due to the increase in the number of processed foods and the global obesity epidemic, nutrition labels placed at the front of the packaging appear more and more often. Nutrition labels placed on the front of the packaging have been introduced in many European countries to help consumers understand the nutritional value of food and ultimately make informed, health-conscious decisions for a healthier lifestyle. The basic principle of food labels is to communicate real, accurate and non-misleading information. The FOP nutrition labels are placed in the consumers' main field of vision, i.e. on the front side of the packaging, so they are located in a place that is more visible to the consumer.

The primary goal of the study was to have participants define personalities for front-of-pack nutrition labels, known as FOPs. The primary data collection method is the focus group interview, during which the four FOP nutrition labels included in the research were presented to 8 people, and then one consumer had to be created for each of them based on given and freely defined options, so it was possible to create a complete personality and family background.

The limitation of the study is that it is exploratory in nature, so in order to provide qualitative information, we conducted a focus group study on a small sample. The results cannot be generalized to the entire population, but they can

provide a good basis for further quantitative studies in the future, where the revealed relationships can be quantified with the help of questionnaires.

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