

## Accepted Manuscript

Consumer inferences from different versions of a beta-glucans health claim

Violeta Stancu, Klaus G. Grunert, Liisa Lähteenmäki

PII: S0950-3293(17)30059-9

DOI: <http://dx.doi.org/10.1016/j.foodqual.2017.03.001>

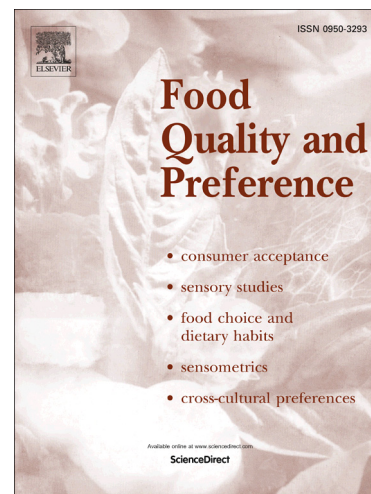
Reference: FQAP 3286

To appear in: *Food Quality and Preference*

Received Date: 30 November 2016

Revised Date: 6 March 2017

Accepted Date: 7 March 2017



Please cite this article as: Stancu, V., Grunert, K.G., Lähteenmäki, L., Consumer inferences from different versions of a beta-glucans health claim, *Food Quality and Preference* (2017), doi: <http://dx.doi.org/10.1016/j.foodqual.2017.03.001>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## Consumer inferences from different versions of a beta-glucans health claim

Violeta Stancu<sup>1</sup>, Klaus G. Grunert, Liisa Lähteenmäki

MAPP Centre, Department of Management, Aarhus BSS, Aarhus University, Bartholins Allé 10, DK-8000 Aarhus C, Denmark

### Abstract

Health claims communicate the health benefits of food products. The use of health claims is regulated and the regulation requires that the average consumer is able to understand the health claims, as means to protect consumers from misleading claims. Due to the technical terms used in the authorised health claims and the potential of such claims to mislead consumers, attempts to improve consumer understanding of health claims are relevant. The aim of this study was to elicit the inferences that consumers make from different variations of a beta-glucans health claim in order to gain an understanding of how consumers' understanding of health claims can be improved. Two methods for elicitation of inferences, the Consumer Understanding Test (CUT) and laddering interviews, were applied in a study conducted among consumers (N=295) in Denmark. Re-wording an authorised health claim or adding information did not improve understanding and could even decrease consumers' understanding of the claim. Several implications of these findings are discussed.

**Keywords:** health claims; laddering; consumer understanding; wording; inferences

---

<sup>1</sup> *Corresponding author at:* MAPP Centre, Bartholins Alle 10, Denmark - 8000 Aarhus C.  
*E-mail address:* viost@mgmt.au.dk

Download English Version:

<https://daneshyari.com/en/article/5736101>

Download Persian Version:

<https://daneshyari.com/article/5736101>

[Daneshyari.com](https://daneshyari.com)