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The influence of front-of-package nutrition claims on food perceptions and purchase intentions among Nepali consumers<sup>1</sup>

Andrew D. Menger-Ogle, Dan J. Graham

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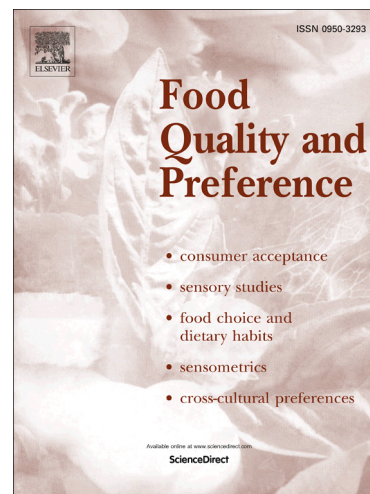
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## 1 Title Page—FQAP 3444

2 Full title: The influence of front-of-package nutrition claims on food perceptions and  
3 purchase intentions among Nepali consumers

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5 All authors and their affiliations:

6 Andrew D. Menger-Ogle, Ph.D., Colorado State University;  
7 Dan J. Graham, Ph.D., Colorado State University

8  
9 Complete contact information for the corresponding author:

10  
11 Andrew D. Menger-Ogle  
12 Colorado State University  
13 1876 Campus Delivery  
14 Fort Collins, CO 80523  
15 Office: +01 513-620-4018  
16 Email:

17  
18 Abstract: Obesity is increasing in countries undergoing nutrition transition (e.g., Nepal)  
19 largely due to changing food environments. Food choices are influenced by marketing  
20 and packaging, including front-of-pack nutrition claims (FOPNCs). Although FOPNCs  
21 can help consumers identify healthful foods, these claims can also lead consumers to  
22 unduly attribute healthfulness to unhealthful food products. This study investigated the  
23 effects of FOPNCs on consumers' purchase intentions and product perceptions of  
24 snack foods. Participants were 239 adult shoppers in Kathmandu, Nepal. Participants  
25 viewing product images rated purchase intentions and seven product perceptions (e.g.,  
26 healthfulness, tastiness). Participants reported their two most important shopping  
27 priorities, and explained why they found a specific FOPNC to be useful/truthful or not.  
28 Path analyses of multiple mediation models showed that FOPNCs most often influenced  
29 the product perception of healthful for children, while product perceptions of tasty and  
30 adults like it were most predictive of purchase intention. Inductive thematic analysis of  
31 open-ended responses identified various reasons for trust and skepticism in FOPNCs.  
32 FOPNCs were largely described as useful, despite their inconsistent influence on  
33 perceptions. Thematic analysis of shopping priorities resulted in 10 themes; the three  
34 most prevalent were quality, familiarity, and taste. Only 12% of reported shopping  
35 priorities appeared to motivate the use of FOPNCs (i.e., health and nutrition and  
36 package labeling). Evidence that FOPNCs create health halos for snack foods did  
37 emerge. However, FOPNCs' inconsistent or absent  
38 impact on most product perceptions and purchase intentions suggest that FOPNCs are  
39 not a primary contributor to increasing obesity during Nepal's nutrition transition.

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