

The Role of Nutri-Score Front-of-Pack Labels on Children's Food Products in Informing Parents: An Analysis of the Branding Effect

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Abstract

- **Objective**

The objective of this research is to study the extent to which the Nutri-Score front-of-pack labeling on food products for children helps to promote products of better nutritional quality among parents.

- **Methodology**

A pseudo-experimental “before-and-after” study was carried out on with 509 parents of children aged 3 to 18 years. Based on a within-subject design, it studies respondents' perceived healthiness of the product, their purchase intention and their brand trust, before and after the application of different Nutri-Scores on cereal packs.

- **Results**

It shows that Nutri-Score labeling effects on evaluation of food products for children by parents vary according to nutritional score, and to the nature of brand - national brand or store brand. The promotional effect of a favorable Nutri-Score (A/Green) on food product evaluation by parents does not change according to the nature of brand. However, the warning effect of lower Nutri-Score in the food category (C/ Yellow or E/Dark orange) is stronger for national brands than for store brands.

- **Managerial and societal implications**

In view of the public health problems related to children's nutrition, this research provides new insights into the effects of the Nutri-Score on parents' assessment of the healthiness of food products for children, their purchase intention and their brand trust.

- **Originality**

This research lies in the use of a quasi-experiment to study the effects of the Nutri-Score on a market characterized by a dual target of parents and children.

- **Keywords:** nutrition, labelling, Nutri-Score, national brand, store brand, social marketing.

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