

SIGNALING EFFECTS OF FOOD PACKAGING DESIGN SIMPLICITY ON PERCEIVED LEVELS OF VARIOUS FOOD PROPERTIES

Akinori Ono, Keio University, Japan¹
Chihiro Masuyama, Keio University, Japan²
Kano Toyoda, Keio University, Japan³
Rinko Igimi, Keio University, Japan⁴
Soma Taira, Keio University, Japan⁵
Hinata Tateno, Keio University, Japan⁶
Nanaka Watanabe, Keio University, Japan⁷

ABSTRACT

Previous research has claimed that simple packaging of a food product results in a higher perceived level of “purity” (the degree to which the food contains many unwelcome ingredients). The current research argues that, in contrast, simple packaging facilitates consumers’ inferences that the food in the packaging may contain a smaller amount and less variety of important ingredients. As a result of several studies, all hypotheses are supported.

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¹ akinori@keio.jp

² c-masuyama@keio.jp

³ kanotoyoda@keio.jp

⁴ rinrinkon.igimi@keio.jp

⁵ sou.taira0226@keio.jp

⁶ kuranshime@keio.jp

⁷ watanabenanaka0707@keio.jp

