The Impact of Package Color and the Nutrition Content Labels on the Perception of Food Healthiness and Purchase Intention

Food environments globally are shifting, both in terms of the content of the food available as well as with regards to the way they are presented. Consequently, “this article presents how the choice of colour in food packaging, along with the nutrition claim content labelling, can influence the consumer’s perception of food healthiness and purchase intention.”

The study included the responses of 120 non-colour blind and non-obese college students. Overall, the results showed that both the colour of the packaging as well as the presence of a nutrition content claim influenced the healthiness perception of a product. Furthermore, the results showed that “in food packaging, different colours can trigger different feeling and emotions among consumers. Green packaging, for instance, attempts to suggest the quality of a product, whether it be good to consume or good for the environment. It is also a sign that the product is healthier and has less fat and possibly fewer calories. Red, on the other hand, is an aggressive colour that is often used for packaging food to imply high calories and strong tastes or flavours.”