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

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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.

Keywords: Package design, Purity, Fortification, Enrichment, Artificial additives in food products

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