Aalto University
School of Economics

The use of advertising claims in hedonic and functional food ads

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Sarianne Siirilä
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Department of Marketing
Aalto University
School of Economics

Aalto University
School of Economics

Aalto University, P.O. BOX 11000, 00076 AALTO
www.aalto.fi

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Author Sarianne Siirilä

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Thesis advisor(s) Jaakko Aspara and Henrikki Tikkanen

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Abstract

This study looks at claims used in food advertising in three women's magazines in Finland. The products advertised are categorized into *hedonic* and *functional* food products to find differences in claim use between the product types. This study aims at replicating the study of food advertising claims by Kihan et al. (2009) with a few more details and with some Finnish-specific elements measured separately. The study brings a different point of view to the previous American studies, and the use of a similar coding scheme allows comparison between the studies.

Besides comparing the use of claims between the two countries and the two different product types, this study looks into the use of *taste* and *specific nutrition* claims in the same advertisement. The previous studies have only recorded the use of claims individually, but this study also shows that marketers use these popular claim types together. Another addition to the previous studies is that this study also looks into the presentation of specific nutrition claims, meaning whether the claim mentioned specific amounts or percentages of nutrient or simply stated that the product includes the nutrient. The amount of information given can vary a lot within this claim category, so this study also aimed at getting more insight on how much information marketers actually communicate with specific nutrition claims.

The conclusion of the study on Finnish food advertisements was that the most used types of claims are taste claims and specific nutrition claims, which is also in line with the previous studies. However, this study did not find significant differences in the use of claims between hedonic and functional food advertisements. A possible explanation for this could be the amount of hedonic and functional food advertisements containing both taste claims and specific nutrition claims in the same advertisement. This would suggest that marketers are leaning towards moderate incongruity, which schema congruity theorists have concluded most beneficial for marketers. By using both claims that are congruent and incongruent with the food type marketers are able to create moderate incongruity and spark the consumers attention but still match what the consumer expects from that product type.

The analysis of specific nutrition claims showed that almost half of functional food ad claims and over half of hedonic food ad claims did not mention a specific amount. This could imply that marketers are intentionally using consumers' tendency to generalize to their advantage and to boost the health aspect of the product image. On the other hand, this could also imply that marketers are not daring to use the specific amounts as this might lead to negative association with diet-products and something that is a 'must' to consume rather than a pleasure.

Keywords food advertising, advertising claims, nutrition and health claims, hedonic and functional foods

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1 Introduction

1.1 Research background

Claims use in advertising food products has been a topic of increasing discussion. Studies show that the use of nutrition and health claims in advertising increased especially in the 1980's. One clear influence was women's changed consumption habits, which increased the demand for nutritious low-calorie products. Consequently, the use of nutrition and health claims increased in food advertising. (Klassen et al., 1991.) The topic is very relevant today as well, and the European Commission sees the need for more control over food advertising.

Consumers are increasingly concerned about their diet and health and interested in knowing about the ingredients of the products they use. The food industry has responded by highlighting nutrients contained by the product in their advertising and on packages. Increasing consumers' knowledge of the food they eat is a good thing, but it can also be used to mislead. It is therefore in the consumers' interest that the claims used in food advertising are clear and precise. (European Commission, 2003.)

Aschemann-Witzel & Hamm (2010) have also expressed the need for more studies from within the European Union regarding claims used for food products, as the research in this area has focused on the United States.

This study looks at the claim use in food advertising in Finland, which gives a different point of view compared to the previous American studies. This study aims at replicating the study of food advertising claims by Kihan et al. (2009) for the most part, with some Finnish-specific elements measured separately. The original study looked at the use of claims in magazine advertisements and analyzed differences between *hedonic* and *functional* food products, which will also be the aim of this study. By using a similar coding scheme, the results from this study can easily be compared with the study by Kihan et al. (2009) on claims use in the United States.

Besides comparing the use of claims between the two countries and the two different product types, this study will also look into the use of *taste* and *specific nutrition* claims in the same advertisement. The previous studies have only recorded the use of claims

individually, but this study will also show that marketers use these popular claim types together. This has an impact on how claims use for the different product types is interpreted, so it would also be interesting to see future studies further explore the combinations of advertising claims.

Another addition to the previous studies is that this study also looks into the presentation of specific nutrition claims, meaning whether the claim mentioned specific amounts or percentages of nutrient or simply stated that the product includes the nutrient. Kihan et al.'s (2009) study only measured specific nutrition claims as such without specifying the level of detail in the presentation of the claim. However, the amount of information given can vary a lot within this claim category. Therefore, this study also aimed at getting more insight on how much information marketers actually communicate with specific nutrition claims.

1.2 Research question and limitations

The research questions for this study are:

What types of claims are used in the advertising of food products in Finland?
Are there differences in the use of advertising claims between hedonic and functional food products?

Using a quantitative research on three Finnish women's magazines, this study will categorize the different claim types found in the food advertisements and then analyze the results. The food advertisements will also be divided into either hedonic or functional food product ads. The categorization into these two groups is explained in chapter 3. However, it must be noted that the intention of this study is not to analyze hedonic and functional products but rather to provide some insight as to how claims are used without going into specific product types. The study will, therefore, only divide the ads into hedonic and functional food advertisements and compare the use of claims.

To gain an idea of what reasoning is behind marketers' use of claims, the study also looks at value-expectancy models and schema congruity theory in chapter 4. These models were also used by Kihan et al. (2009) when studying the reasons for claims use for hedonic and functional products. Both of these models present a suggestion as to which types of claims

should be used with the different product categories. Comparing these theories to the results of the study on Finnish food advertisements will give indication as to what kind of reasoning might be behind the use of claims for different products.

Products such as medicine, dietary supplements or alcoholic drinks were not seen as foods, and were therefore not included in the study. Also, claims only included text format and one health and nutrition symbol, the Heart symbol. Other researchers (Anker et al., 2011) have recognized all images and elements as health symbols, which give a health brand an emotional or experiential dimension. However, this study will only focus on text and clearly branded symbols, as claims communicated by general pictures in advertisements are not always clear to categorize.

In order to better understand the use of different types of claims, chapter 2 will next look into the background of claims in food advertising, give a definition of claims and mention benefits and challenges that marketers face when using claims in advertising.

2 Claims in food advertising

This chapter looks into claim usage in food advertising and will present a brief background of claim usage in advertising in order to set the picture for claim use today. To understand what is actually meant with a claim and for example specifically with a health claim, some definitions will also be presented. Finally, this chapter also presents benefits and challenges that marketers might face in their use of claims and that might have an effect on their use of claims in advertising.

According to the European Commission (2006) a *claim* is ”any message or representation, which is not mandatory under community or national legislation, including pictorial, graphic or symbolic representation, in any form, which states, suggests or implies that a food has particular characteristics”. Many studies (e.g. Kihan et al., 2009; Brennan et al., 2008; Klassen et al., 1991) have focused solely on the text form of claims rather than also including the graphic presentation forms.

The use of claims in food advertising has changed a lot with time. In the 60’s and 70’s, manufacturers were not very active in their use of nutrition and health claims mainly due to the undesired link to diet products. (Klassen et al., 1991.) Instead, advertisers were

selling the product by appealing to all senses and focusing on the taste, scent and color of the product. However, consumers' growing interest towards exercise, nutrition, health and dieting have also influenced advertising. Food advertisers began promoting their products as low fat, nutritious and part of an active life style. (Lord et al., 1987.)

Claims related to health and dieting increased significantly in the 1980's (Fay, 2003; Klassen et al., 1991). A 50-year study of advertising claims (Fay, 2003) provides evidence that advertising content and claims reflect trends in social behavior. Especially women's changed consumption habits increased the demand of low calorie nutritious food products, which also increased the use of nutrition and health claims in food advertising. (Klassen et al., 1991.)

Kellogg Company's All-Bran cereal campaign from 1984 was one of the first high-profile advertisements to use health and nutrition claims. The campaign presented a new study that linked the high fiber content of the cereals to the prevention of cancer. For marketers this was an example of a new way to position a food product and it inspired several similar marketing campaigns. For foods positioned as health products, the main focus in advertising was now to promote the health benefits of the product. The goal was to reach consumers who are interested in their health and nutrition and want to live an active life. (Lord et al, 1987.) According to a study, the share of more health-conscious households is approximately 18% and these households are also less price-sensitive than other households (Prasad et al., 2008). This makes the segment interesting for food marketers.

2.1 Claim types

In this study claims used in food advertising will be divided into two main categories: *product information claims* and *nutrition and health claims*. This is the division used by Kihan et al. (2009), which makes results comparison between their study and this study easier. Product information claims provide information about for example the taste, quality or novelty of the product. These provide basic information about the product, and it can be argued that in fact nutrition and health claims are a sub-category for product information claims. In this research, as also in Kihan et al.'s (2009), nutrition and health claims are recorded separately to contrast them against the more traditional claim types. Nutrition and health claims are categorized into several sub-categories, which are

introduced in more detail in chapter 5.1.2 when discussing the coding scheme for the research.

However, some definitions are already introduced by law. According to the European Commission (2006), a *nutrition claim* is ”any claim which states, suggests or implies that a food has particular beneficial nutritional properties”.

A *health claim,* on the other hand, is defined as a claim that “states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health”, for example that milk gives you strong bones. Williams (2005) concludes, however, that consumers do not actually clearly distinguish between nutrition and health claims. This leads to generalization of claims, which will be introduced in chapter 2.3.

As Aschemann-Witzel & Hamm (2010) mention, the definitions and allowed use of nutrition and health claims between the United States and EU differ greatly, and this should be kept in mind when comparing this study to the American study by Kihan et al. (2009).

2.2 Heart symbol as a health and nutrition claim

As defined in the previous part, a claim can also be presented in any form, including as a picture or symbol. The Finnish Heart Association and the Finnish Diabetes Association launched a special symbol in 2000 that is used in food labeling. The *Heart symbol* (Sydänmerkki) is given to products that are, in their product group, a better choice for the heart regarding fat and sodium. Therefore, the Heart symbol can be interpreted to represent a comparative health claim, stating that the product is healthier for the heart than other products in the category. However, the symbol can also be seen as a nutrition claim as it makes a statement about the nutritional content of the product.

It has to be also noted, that in this case the content of the nutrition claim is different from category to category even though the representation stays the same. For example, for the group of breakfast cereals the conditions for content are “Fat < 5 g/100 g; or if fat content 5,1 – 10 g/100 g, hard fat < 33 % of the total fat; Sodium < 400mg/100 g; Sugars < 16g/100g; Fibre > 6 g/100 g”. Whereas, for example, for sweet and salted pastry (moisture content 0-10 %) the content rules are much less strict: fat < 30 % of the energy, hard fat <

33 % of the total fat, Sodium < 400 mg/100 g and Sugars < 27g/100g. Full details on conditions for Heart symbol per product category can be found on the Heart symbol -web site (Sydänmerkki.fi).

2.3 Benefits and challenges of using claims

In order to understand marketers' use of claims better, it is also important to look into the benefits and challenges that they face when using claims in food advertising. From the consumers view point, some aspects of claim use are beneficial for them but it can also be argued that the use of claims in food advertising can have a negative effect on consumers.

Claims used in advertising affect consumers' attitude towards the products and therefore their purchase intension, which makes them a powerful tool for marketers. According to Mitchell & Olson (1981), product attribute beliefs formed by advertising claims have an important role in affecting brand attitude. Purchase simulation has also shown that consumers prefer products with claims on the package over products without them (Aschemann-Witzel & Hamm, 2010).

As consumers' interest towards their nutrition and health has increased there has also been an increase in the nutrition and health information advertisers provide in food packaging and advertising. (Klassen et al., 1991.) This is of course also in the benefit of the consumers as they receive more information about the products. A positive example is that marketers of cereals have managed to communicate the link between fiber consumption and decreased cancer risk to the consumers even better than government agencies. They also increased the demand for cereals with high fiber content and increased the offer of healthier cereals in the market. (Ippolito & Mathios, 1991.)

However, claims can also be used to the disadvantage of the consumers. Advertisers benefit from consumers' tendency to generalize nutrition and health claims and see the product as overall healthy. *Generalization* in the context of claims in food advertising means associating the nutritional claim communicated to other nutrients or the products general healthiness, even though the claim does not mention them. Consumers can for example associate the claim 'does not contain cholesterol' with meanings such as 'low fat' or 'healthy'. These generalizations might in fact be completely false and the fat content of

the product might be very high. But of course, the original claim only mentions that the product does not contain cholesterol. (Andrews et al., 2000; Andrews et al, 1998; Brennan et al., 2008.; Zank & Kemp, 2012) The European Commission (2003) has noted this phenomenon as well and states that it finds important that the claims used in food advertising would be specific and clear. Consumers also prefer short and clear, rather than long and complex claims, and they believe that claims should be approved by the government (Williams, 2005).

Gorton et al.'s (2010) study concluded that claims presenting 'no added sugar' -nutrition content claims or that a percentage of the product is fat free are frequently misinterpreted by shoppers as meaning that the product is healthy overall. These types of claims were found to be particularly misleading.

Aschemann-Witzel & Hamm's (2010) study shows that consumers tend to see products as generally healthy when a specific health claim is used in advertising of the product. The European Commission (2006) also recognizes that foods promoted with health claims may increase the usage of those products over other similar products. Nutrients or other substances are also sometimes added to products to promote their healthiness (Zank & Kemp, 2012; EC, 2006), which can affect the total intake of individual nutrients up to a point when it is no longer advisable. This is why it is also important to monitor and restrict the usage of health claims. Researchers such as Anker et al. (2011) see the ethical aspects of food marketing and health branding as important topics in the discussion about nutrition and health claims.

However, the use of nutrition and health claims can also have a negative impact on consumers' attitudes when the products are seen as health or diet food. Klassen et al. (1991) mention that the consumption of these food products can be seen as more of a 'must' than a pleasure. Another aspect to consider is that the claims are easy to replicate (Klassen et al., 1991). If all the brands in a product category compete with nutrition and health claims for being the healthiest product in the category, consumers might lose faith in any of the products being healthy and could ignore all claims related to nutrition content and health. (Aaker, 1991, 116; Klassen et al., 1991.)

According to an American study done in the 70's and 80's, approximately half of consumers were not at all certain of the truthfulness of advertising claims in general. Around 70% of consumers believed that advertisers trick consumers. (Calfee & Ringold,

1988.) The more skeptic the consumer is towards health claims, the more unlikely it is that he or she will use the information provided in the ad (Obermiller et al., 2005; Tan & Tan, 2007). Consumers usually appreciate information they find useful and valuable. Advertising is however often seen as concentrating too much on selling the product and exaggerating product attributes, which leads to consumers being very skeptical of claims in ads. (Obermiller et al., 2005.)

All in all, the use of claims in food advertising has both positive and negative effects from the point of view of the marketer. Marketers should therefore carefully consider the types of claims they use when advertising food products. To consider the differences in use of claims for different product types, the next chapter will look at the division of food products into hedonic and functional products. Studying the differences in use for the two types of food products will indicate whether marketers are actually tailoring their claim usage according to the product type.

3 Hedonic and functional foods

The division of product types into hedonic and utilitarian is often found in literature (Johar & Sirgy, 1991; Batra & Ahtola, 1990; Kihan et al., 2009; Midgley, 1983). Other typology used is value-expressive and functional products. Aschemann-Witzel & Hamm (2010) state in their study that the interaction between food category and claim may have a decisive role in consumers' purchase behavior. They also highlight that the factors of choice can consist of very different variables for each food category, so it is important to consider the product type when looking at ad claims. When it comes to research on food advertising claims and product types, Kihan et al. (2009) used the split between hedonic and functional products, which will also be used in this study.

In their article Batra and Ahtola (1990) describe three separate studies proving that consumers consider certain products to have more utilitarian attributes and base their purchase decisions on these, whereas other products are associated with more hedonic attributes. The research concludes that consumers' attitudes are constructed from at least these two dimensions, hedonic and utilitarian, which is also in line with Voss et al.'s (2003) study.

A definition for functional foods is presented in the study by Naylor et al. (2009), where all products carrying a functional health claim were considered as functional foods. The categorization of products based on the claims used is, however, not the purpose of this study. On the contrary, the aim of this study is to compare the claims used between the different product types, so this definition would not fit that purpose.

Kihan et al. (2009) define two food product types based on what the primary motivation for their consumption is. For hedonic products it is to gain immediate sensory pleasure from great taste and feelings associated, whereas for functional products, the motivator is to gain a functional solution to a consumption-related problem such as serving a healthy meal. Therefore, typically hedonic products would include candies, chips, ice cream, cookies and full-calorie soft drinks, whereas functional products would include cereals, main meals and sports drinks. This is the definition that will be used in this study.

It can of course be argued that the categorization of the product depends on the situation. Someone might consume fruits to fill the utilitarian need for vitamins, whereas someone else might consume them for purely hedonic reasons, because they taste good. The split into these two product types can be subjective and context-specific as also noted by Kihan et al. (2009) and Voss et al. (2003), but in this study the cut has been made as clear as possible, meaning that all main meal-like products have been categorized as functional. Klassen et al. (1991) also note in their article that consumers are capable of distinguishing the food products they need to consume and the food products they enjoy consuming.

In this study, the split between hedonic and functional food products is seen as mutually exclusive and each food advertisement is placed in either category. As mentioned by Kihan et al. (1991), this split is useful in providing marketers with implications on the usage of advertising claims but not being too specific as to going into detailed product categories.

The next chapter will look into the theories of schema congruity and value-expectancy, which can be seen as the basis of how marketers choose which claims type to use for which type of product (Kihan et al., 2009). These models give opposite points of view to why a certain type of claim should be used for hedonic but not for functional products.

4 Value-expectancy models and schema congruity

This part will first address the value-expectancy models and then look into schema congruity models. Both models provide insight into which claim types are best fitting with hedonic food ads and which are more suitable for functional foods. The views of these models are, however, quite the opposite from each other, which makes it an interesting choice for marketers. The question of which theory marketers actually act on in their use of claims in food advertisements will be investigated in this study.

4.1 Value-expectancy models

There has been a lot of discussion related to the use of different models and the measurements used in research (Schmidt & Wilson, 1975; Cohen et al., 1972; Mazis & Klippel, 1974; Ahtola, 1975) but Rosenberg's instrumentality-value model and Fishbein's model have been highlighted as the most relevant ones in measuring attitude. This study will not go into detail about the measurement and use of these models and the different variations of these models, but will rather look at the main ideas behind what consumers' attitudes are built from and how marketers have or have not taken these into consideration in their use of claims in food advertising.

Rosenberg's instrumentality-value model hypothesizes that a person's attitude towards an object is derived from the extent to which the person believes that the object will "lead to or block the attainment of value" (Cohen et al., 1972) and from the importance of that value as a source of satisfaction.

The Fishbein model sees a person's attitude towards an object as the sum of all the beliefs that the person associates with the object and the favorability of those beliefs. The model considers the person's belief in the object having a certain attribute, for example, the probability of a soft drink product being carbonated, and the evaluation of that attribute, so whether it is a positive or negative aspect that the drink is carbonated. (Cohen et al., 1972.)

As Cohen et al. (1972) point out, these two models are actually quite similar as both look at the extent to which the consumer believes that a product has a certain attribute and the

evaluation or satisfaction derived from that attribute. The differences would come in the wording of questions and in the use of scales. The common aspect in all value-expectancy models is the assumption that the product attributes most sought by the consumers will have the biggest affect on their attitude. In the context of advertising claims, this would mean that highlighting the characteristics most sought by the consumers in the specific product category would bring the best results, for example using taste claims when advertising hedonic food products.

Johar & Sirgy (1991) also support this model, and present the differences in routes to persuasion for both hedonic and functional products. For hedonic products (or value-expressive products as described in the study) the consumers are persuaded through *self-congruity*, whereas for functional products (or utilitarian products) the route to persuasion is influenced through *functional congruity*. Self-congruity refers to the match between the product-user image and the consumer's self-image. Functional congruity on the other hand refers to the match between the product attributes the consumer believes the product has and the referent (ideal) attributes which are the criteria for evaluation. Johar & Sirgy (1991) come to the conclusion that for hedonic products, it is most effective to use value-expressive advertising claims, and for functional products to use utilitarian appeals.

Samuelsen & Olsen (2010) found in their study that new entrant products should rather use claims highlighting their functional benefits rather than using claims referring to experiences, as consumers actively comparing the products are more likely to come to a favorable conclusion. Johar & Sirgy's (1991) study also mentions elements that might influence the effectiveness of value-expressive or utilitarian advertising claims. These elements are product differentiation, product life style, product scarcity, product conspicuousness, consumer involvement, consumer prior knowledge and consumer self-monitoring. Table 1 shows the settings where the advertising appeal is most effective. This study will not further investigate the influence of these elements but this might be interesting for future research.

Table 1: Proposed Factors Affecting Effectiveness of Value-Expressiveness Versus Utilitarian Appeals		
	Value-Expressive Appeal is Effective When	Utilitarian Appeal is Effective When
Product differentiation	Low	High
Product life style	Maturity stages	Developmental stages
Product scarcity	High	Low/Moderate
Product conspicuousness	High	Low
Consumer involvement	Low	High
Consumer prior knowledge	Low	High
Consumer self-monitoring	High	Low

Johar, J. S.; Sirgy, M. Joseph (1991), Value-Expressive Versus Utilitarian Advertising Appeals: When And Why To Use Which Appeal, *Journal of Advertising*, 20 (3), 23-33.

Where Johar & Sirgy's (1991) study looked at self-congruity and functional congruity and came to the result that the product type should match the advertising claims, in the next part, I will look at schema congruity models that consider the product category and on the contrary present that a mismatch between product type and advertising claims is beneficial.

4.2 Schema congruity model

Schema congruity theory looks at the product attributes and their match with the attributes associated with the product category schema. For example for soft drinks, the associations for product category schema could be carbonated, slightly sweet and that it is served cold. A product that fully matches the product category schema is congruent.

The schema congruity theory is also linked to other similar theories such as the category-based affect model (Sujan, 1985) and the impression formation literature, which all present similar findings. All in all, the literature provides evidence that discrepant

information is seen as more novel and interesting, because it is unexpected. This results in more elaboration and processing of the information, which then leads to stronger recall. Schema congruent information on the other hand is usually processed more easily as it falls into already familiar perceptual units. (Sujan, 1985.)

Meyers-Levy & Tybout (1989) note that many products use both congruent and incongruent attributes. This would mean having attributes that link the product to that specific product category schema but also having attributes that are not related to products in that category. Many products of course tend to be somewhere in between the perfect match for that product category and a total mismatch.

In their article, Meyers-Levy & Tybout (1989) also look into the effects of different levels of congruity. They hypothesized that moderate incongruity will lead to a more favorable response than total congruity with the product category schema. They tested the model with three different experiments with the soft drink product category. The article concludes that in all experiments, moderate incongruity lead to the most favorable response rather than schema congruity or extreme incongruity, which is in line with what Mandler hypothesized in 1982 (Meyers-Levy&Tybout, 1989). The results show that it is beneficial for marketers to partly align the product attributes to suite the product category, but to also have attributes that differ from the general product category schema.

Similar findings are reported by Carvalho et al (2011) in their study on country-related brand associations. They found that moderately incongruent country of brand origin and country of manufacture combinations result in the most positive attitude towards the brand.

Lee's (1995) study suggests that consumers engage in different types of information processing when evaluating products, depending on product-schema congruity and involvement levels. According to the study, if there is a good match between the incoming product information and the consumer's prior knowledge, they will not make an effort to further process information or as mentioned by the study, go through an effortful piecemeal process. Interestingly the results also show that even if the match between the new and prior knowledge is not good, consumers will not evaluate it further unless they are highly motivated. Therefore, only when there is a mismatch between the product category schema and the advertisement claims, *and* the consumer is highly motivated will he or she engage in a piecemeal process. Johar & Sirgy (1991) also mention consumer involvement

as an important moderating factor, but they theorize that high involvement is only beneficial for utilitarian claims.

Marketers should consider the implications of Lee's (1995) study. As the article mentions, when introducing a modified product to the same category as an existing one with a good image, it might be beneficial to minimize the incongruity so as to transfer the attitude to the modified product. But if the existing product does not have a good image, marketers should try to create incongruity between the existing product and the information given about the new one and also try to encourage high level of involvement in order to induce piecemeal processing.

In the context of food advertising claims, schema incongruity is seen as using a non-typical claim for the product type. This would mean for hedonic food products using a nutrition or health claim and for functional foods using taste claims. As Aaker and Klassen (Aaker, 1991, 116; Klassen et al., 1991) also mention, it does make sense that in an environment where products are competing with health claims to be the healthiest product in the category, consumers can start ignoring these claims altogether. Building schema incongruity by using a taste claim to advertise a functional food product can, therefore, help the product stand out.

The next part will present the research conducted and the results that were found. The theories presented in this part will be considered when analyzing the results of the study to see which theory Finnish marketers base their food advertising claims on.

5 Study

This chapter will present the study conducted with the research questions: What types of claims are used in Finnish food advertisements? And are there differences in the use of claims between hedonic and functional foods? The research methodology and the results of the study will be presented, keeping in mind the theories presented in the previous chapter.

5.1 Method

5.1.1. Sample

In order to get a view of the types of advertisements used in food advertising at the moment in Finland, the study looked at ad claims in 3 women's magazines published in 2011. As Kihan et al. (2009) concluded, women's magazines are an excellent choice for analyzing food advertising claims because, firstly, women are most often found to be the primary decision makers for food purchases and therefore women's magazines are a good source for food advertisements (Parker, 2003). Berney-Reddish & Areni's (2006) study also shows that women are generally more accepting of advertising claims than men. Secondly, print ads often provide more detailed product information than, for example, television advertisements and this ensures rich data for analysis.

Thirdly, as other researchers (Kihan et al., 2009; Lord et al., 1987; Klassen et al., 1991; Parker, 2003) have used magazine ads in their studies on claims, by choosing the same media the results will be more comparable. This study especially aims at comparing the Finnish results to the ones found by Kihan et al. (2009) in the study conducted in the United States. To ensure high comparability the methods of research and the coding scheme is adopted with only slight modification.

The criteria for choosing the magazines were relatively wide circulation and availability of food advertisements. The magazines chosen for the study were *Kotivinkki*, *Maku* and *Glorian ruoka&viini*. In the category of general women's magazines, the amount of food advertisements was not very high, as the top 5 most read magazines (KMT, 2011) only contained 1-2 food advertisements per issue. Kotivinkki was chosen as it is the 6th most

read general women's magazine in Finland with 365 000 readers (KMT, 2011), and it contained on average 5-6 food advertisements per issue.

In the category of "Food and drinks" magazines, the 2nd most read magazine Maku (198 000 readers) and 3rd most read Glorian ruoka&viini (170 000 readers) were found most suitable for the study as they also contained on average 4-5 food advertisements per issue. Together the chosen magazines have approximately 733 000 readers. (KMT, 2011.)

Kihan et al.'s (2009) study looked at three magazines and systematically selected four issues, which on average contained 18.6 food advertisements per issue. However, in the Finnish magazines the average of food advertisements per issue was 5.3 advertisements, so a larger sample of magazines was used in this study. Issues from the whole year 2011 were picked, which included 20 issues of Kotivinkki, 6 issues of Maku and 12 issues of Glorian ruoka&viini.

All food advertisements were analyzed regardless of the size, and if the advertisement contained more than one claim, each claim was recorded separately. Classified ads were not counted and medicine, dietary supplements or alcoholic drinks were not seen as foods. The result was 144 advertisements with 396 claims.

5.1.2 Coding scheme

The coding scheme used in this study was adopted from Kihan et al.'s (2009) study with only slight modification. Some elements were added due to differences between the countries and some also due to perceived lack of detail in the original study. First each advertised food product was categorized as either *hedonic* or *functional* according to the division discussed in chapter 3. Each claim used in the ad was then coded based on its content.

The ad claim types were classified into *product information claims*, which present basic product information, and *nutrition and health claims,* that contain information about nutrition and health. This division was also used in Kihan et al.'s (2009) study, as they wanted to contrast the more recently increased nutrition and health claims with the more traditional claim types. The five product information claim types used in this study were *taste*, *promotion*, *novel*, *quality* and *convenience*. Each advertisement that clearly

conveyed one of the mentioned attributes was marked as containing the specific claim. For example, an ad mentioning the delicious taste of the product was recorded as containing a taste claim and an ad mentioning the convenient consumption or use of the product was recorded to claim convenience. In Kihan et al.'s (2009) study, the promotion claim included promotions such as money-off deals, but these sorts of deals are quite rare in the Finnish food advertisements (0 recorded). However, different competitions and draws are quite popular amongst food advertisers in Finland, so in this study promotion was seen to include these as well. Otherwise these product information types were quite self-explanatory and claims were easy to categorize within the groups.

Other studies (Kihan et al., 2009; Fay, 2003) had also included other product information categories such as family, satisfaction or brand personality, but these were left out of this study as these were not found significant in other studies and these types of claims are also not always as clear to recognize. Some of these claim types are also often communicated with pictures, which were excluded from this study.

Nutrition and health claims were categorized into separate groups based on Kihan et al.'s (2009) coding scheme. Their categorization was found most clear and providing most detail compared with other studies (Naylor et al., 2009; Brennan et al., 2008). Health claims were broken down to *general health* claims and *specific health* claims according to Kihan et al.'s (2009) study. General health claims were then further divided into *general wellness* and *structure* claims. General wellness claims state that the product is, for example, "good for you" without going in to specifics on how your body is benefiting, whereas structure claims mention a specific structure or function of the body that is benefiting from the use of the product. However, the general health claims do not mention any relationship to a particular disease or condition. Specific health claims on the other hand are claims that link the product to a specific disease or condition, for example "Omega-3 lowers cholesterol levels".

Taking into consideration Finnish-specifics for health and nutrition claims, the category *Heart symbol* was added to the list. As discussed in chapter 2.2 the symbol has become a strong communicator of both health benefits and nutritional content and it made sense to record the entries separately. Heart symbols were, therefore, recorded both under general health claims and structure claims, as they convey general health benefits for a specific function of the body, the heart. As preventing a specific disease was not mentioned in the Heart symbol's description (Sydänmerkki.fi) the symbol was not seen as a specific health

claim. However, the heart symbol was also added as a category under *specific nutrition* claims and more specifically *contains nutrient* -claims, as the symbol indicates specific nutritional values.

Nutrition claims were broken down to *general nutrition* claims and *specific nutrition* claims. General nutrition claims mention the products nutritional content but do not specify any specific nutrient, for example “all the nutrition your body needs”. Specific nutrition claims on the other hand refer to a specific nutrient, for example “rich in fiber”. In the study by Kihan et al. (2009), specific nutrition claims were also further categorized as either *contains nutrient* or *minimized substance*. Minimized substance is in this study called *reduced substance* as this seemed a more describing wording for this type of claim. Reduced substance claims include claims such as “20% less fat”, but also claims stating that the product does not contain a substance, such as “fat free”.

Besides the already mentioned Heart symbol, two more Finnish-specific nutrition claim types were also added to the list: *lactose free/ low in lactose* -claims and *gluten free* -claims. Both of these claims are counted under *reduced substance* -claims, but to get a better view of how big of an impact they have on the total number of nutrition claims, they were also recorded separately.

In addition to the different types of specific nutrition claims, the presentation of the nutritional content was also recorded, meaning whether the ad presented specific amounts (contains 1g of fat), percentages (only 0,1% fat) or if the ad did not mention any numeric amounts (low-fat). Specific nutrition claims without any numeric amounts are easier to blend in to the advertisements. This is perhaps a way for marketers to associate just the right amount of *healthiness* with the product and not make it seem like a diet product. Comparing the amount of hedonic and functional food ads using the specific amounts and percentages, might also give indication to the message advertisers are aiming for with the use of claims.

The full coding scheme is presented in Table 2.

Table 2: Coding scheme
Product information claims
Taste
Quality
Promotion
Convenience
Novel
Nutrition and health claims
General health
General wellness
Structure
Heart symbol
Specific health
General nutrition
Specific nutrition
Contains nutrient
Heart symbol
Reduced substance
Lactose free/ Low in lactose
Gluten free
Specific amounts
Percentages

5.2 Results

5.2.1 Claim usage in hedonic and functional food ads

Table 3 shows the distribution of advertising claims found in this study compared to the results found in the American study by Kihan et al. (2009). As for the differences between hedonic and functional food advertisements found in this study, the results are presented in Table 4. The z-test for two proportions was used to measure the differences between hedonic and functional food advertisements, and also differences between the two studies.

The differences between the two studies are found to be partially statistically significant. The results are statistically significant at a confidence level of 99% for *promotion*, *convenience*, *novelty* and *contains nutrient* -claims. For all of these claim types, the Finnish study shows higher percentages of claims recorded. In the case of promotion claims, however, this might be due to the difference in definition that was used between the two studies. As discussed earlier, competitions and draws were included in the Finnish study as promotion claims, but there were no coupons or money-off deals found in the food advertisements.

Finnish food advertisements showed a significantly higher number of convenience and novelty claims compared to Kihan et al.'s (2009) study, where most of the product information claims were taste claims and other claims did not reach high volumes. In the Finnish food ads novelty claims came up to 43,8% of advertisements and convenience claims were found in 27,8% of ads. So the product information claims had a more even split between the claim types.

As for the contains nutrient -claims, the Finnish study found 34,0% of specific nutrition claims using this format whereas the American study (Kihan et al., 2009) found only 24,3%. The result is only slightly explained by the amount of Heart symbols counted in these claims, because even when the Heart symbols are excluded from the amount the difference is still statistically significant at a confidence level of 95% with a p-value of 0.044. Therefore, this would indicate that Finnish food advertisements tend to present the nutritional content of the product in this form more often than the American food ads.

Table 3: Comparison of ad claim types between Finland and USA					
	FIN		USA (Kihan et al., 2009)		
Product information claims	No. of ads	%	No. of ads	%	z
Taste	86	59,72	153	68,92	-1,81
Quality	16	11,11	18	8,11	0,97
Promotion	31	21,53	14	6,31	4,33**
Convenience	40	27,78	21	9,46	4,59**
Novel	63	43,75	38	17,12	5,57**
Nutrion and health claims					
General health	**25**	**17,36**	**36**	**16,21**	**0,29**
General wellness	11	7,64	20	9,01	-0,46
Structure	17	11,81	16	7,21	0,86
Heart symbol	14	9,72	N/A	N/A	N/A
Specific health	**4**	**2,78**	**6**	**2,70**	**0,04**
General nutrition	**3**	**2,08**	**10**	**4,50**	**-1,22**
Specific nutrition	**84**	**58,33**	**145**	**65,32**	**-1,35**
Contains nutrient	53	36,81	54	24,32	2,57**
Heart symbol	14	9,72	N/A	N/A	N/A
Reduced substance	61	42,36	91	40,99	0,26
Lactose free/ Low in lactose	33	22,92	N/A	N/A	N/A
Gluten free	5	3,47	N/A	N/A	N/A

Note: *p<0,05; **p<0,01. Claims are not mutually exclusive so an ad can incorporate more than one claim, thus total of columns adds up to over 100%.

Overall, the most common types of claims used in Finnish advertisements were taste claims (59,7%) and specific nutrition claims (58,3%), which confirms the results of Kihan et al.'s (2009) study. The results are also in line with Parker's (2003) study, which found that over half of claims used dealt with the nutritional content of the product. Comparison with Lord et al.'s (1987) study of magazine advertisements from 1985 also shows clearly the leap nutrition and health claims have made. Their study found that over half of the advertising claims were taste claims, but only 10,4% of claims were related to nutrition and health.

Surprisingly, taste claims were more common in functional food advertisements, than in hedonic advertisements, with 63,4 % of functional food advertisements containing taste claims and 53,0 % of hedonic food advertisements promoting taste, although this difference was not statistically significant. This differs from the results of the Kihan et al. (2009) study where taste claims were mostly used by hedonic food advertisers with 79,8%

of hedonic food ads containing them. In their study 62,3% of functional food ads contained taste claims.

Another difference to the previous study was that in the Finnish food ads, the amount of specific nutrition claims was higher for hedonic foods, although again this difference was not statistically significant. 60,8% of hedonic food advertisements contained specific nutrition claims, whereas the percentage for functional food ads was 57,0%. The percentages in the American study were 61,9% for hedonic ads and 67,4% for functional food ads.

The results of this study show some differences in claim usage between hedonic and functional food products, however, as mentioned the differences found were mostly not statistically significant. The only statistically significant difference was found for novelty claims, where 54,9% hedonic food advertisements contained novelty claims, which is in fact slightly more that the use of taste claims for hedonic foods (52,9%). The use of novelty claims in functional food ads was 37,6%.

In Kihan et al.'s (2009) study, they found clear statistically significant differences in the use of claims between the two product types. The reason for different results in this study might be because of a smaller sample size of all advertisements and lower amount of hedonic food advertisements, which both affect the statistical significance of the results. On the other hand, this could also imply that in Finland there is no major difference in the use of advertising claims between hedonic and functional products.

What can be said is that Finnish marketers lean more towards not using the claim types typically matching the product type. This could imply that in Finland food marketers favor the schema incongruity theory and are trying to shake the typical match of hedonic foods and taste claims and functional foods linked with nutrition claims. Comparison with the study by Kihan et al. (2009) would indicate that American marketers would tend to lean more towards the value-expectancy theorists than their Finnish colleagues.

Table 4: Distribution of food advertising claims by product category							
	All ads		Hedonic		Functional		
Product information claims	No. of ads	%	No. of ads	%	No. of ads	%	Z
Taste	86	59,72	27	52,94	59	63,44	-1,23
Quality	16	11,11	4	7,84	12	12,90	-0,92
Promotion	31	21,53	13	25,49	18	19,35	0,86
Convenience	40	27,78	13	25,49	27	29,03	-0,45
Novel	63	43,75	28	54,90	35	37,63	2,00*
Nutrition and health claims							
General health	**25**	**17,36**	**6**	**11,76**	**19**	**20,43**	**-1,31**
General wellness	11	7,64	1	1,96	10	10,75	-1,90
Structure	17	11,81	5	9,80	12	12,90	-0,55
Heart symbol	14	9,72	2	3,92	12	12,90	-1,74
Specific health	**4**	**2,78**	**0**	**0,00**	**4**	**4,30**	**-1,50**
General nutrition	**3**	**2,08**	**0**	**0,00**	**3**	**3,23**	**-1,30**
Specific nutrition	**84**	**58,33**	**31**	**60,78**	**53**	**56,99**	**0,44**
Contains nutrient	53	36,81	20	39,22	33	35,48	0,44
Heart symbol	14	9,72	2	3,92	12	12,90	-1,74
Reduced substance	61	42,36	24	47,06	37	39,78	0,84
Lactose free/ Low in lactose	33	22,92	15	29,41	18	19,35	1,37
Gluten free	5	3,47	0	0,00	5	5,38	-1,69

Note: *p<0.05. Claims are not mutually exclusive so an ad can incorporate more than one claim, thus total of columns adds up to over 100%.

Out of the nutrition and health claims, general health claims were the second most used claim type after specific nutrition claims. General health claims were used in 17,4% of all ads, which consists of 7,6% of general wellness claims and 11,8% structure claims. It has to be noted that an ad could contain more than one type of general health claim at once, which is why the amount of ads containing general health claims is less than the total of the categories under it. Heart symbols are also counted to the amount of structure claims as discussed earlier in part 5.

The results for health claims are quite in line with the Kihan et al.'s (2009) study, where general health claims were also found second most common among the nutrition and health claims (with 16,2%) and also with a big difference to the most commonly used specific nutrition claims . In the American study the split between the general wellness claims and structure claims was quite even (9,0% and 7,2% respectively). If the Heart symbols counted under structure-claims would be removed from the Finnish results, the amount of structure claims would actually fall to 2,8%. So besides the Heart symbol,

Finnish food advertisers were more inclined to use a general claim on the product being healthy rather than pointing out a specific area or function the product would have a positive effect on.

The Finnish market specific Heart symbol was calculated separately in this study to show the share this picture-format claim has. In the total amount of ads there were 14 Heart symbols used, which came up to 9,7% of total ads. Most of the heart symbols were used in functional food advertisements as they contained 12 symbols and hedonic food advertisements only 2. Interestingly 96,4% of the all advertisements containing a Heart symbol also contained another specific nutrition claim. Therefore, the symbol was mostly paired with a text-format claim, possibly to enforce the message of the product's nutritional content. Perhaps the symbol is not always seen as enough informative to deliver the nutrition or health information.

Specific health claims were present in only 2,8% of all advertisements. This is in line with the findings from Kihan et al.'s (2009) study, as they found specific health claims to be the least used claim type with only 2,7% of all food advertisements. Aschemann-Witzel & Hamm (2010) found in their research that claims mentioning a reduction of disease risk may be the least appealing type of claim for consumers. It could be that any mention of disease risk sets a negative association with the product and that consumers would rather select a product with a more positive image. Hedonic food ads did not contain any specific health claims and functional food advertisements contained 4,3%. Therefore, the functional food marketers believed that consumers could handle the very utilitarian claim. Perhaps the use of specific health claims in a congruent setting will reduce the negative association of mentioning a reduced disease risk.

The least used claim type in the Finnish food advertising would however appear to be general nutrition claims with 2,1% of all claims. In the American study (Kihan et al., 2009) the general nutrition claims were found to be the second least used claim type with 4,5% of all ads. This shows that marketers would rather opt for specifically mentioning the nutrients and even presenting figures, which of course for the consumer is more informing than a general nutrition claim such as 'all the nutrition your body needs'.

The *lactose free/ low in lactose* -claims were very common in the food advertisements as expected. Overall 22,9% of advertisements presented these claims, with hedonic products using them slightly more with 29,4% compared to functional foods 19,4%. This is mainly

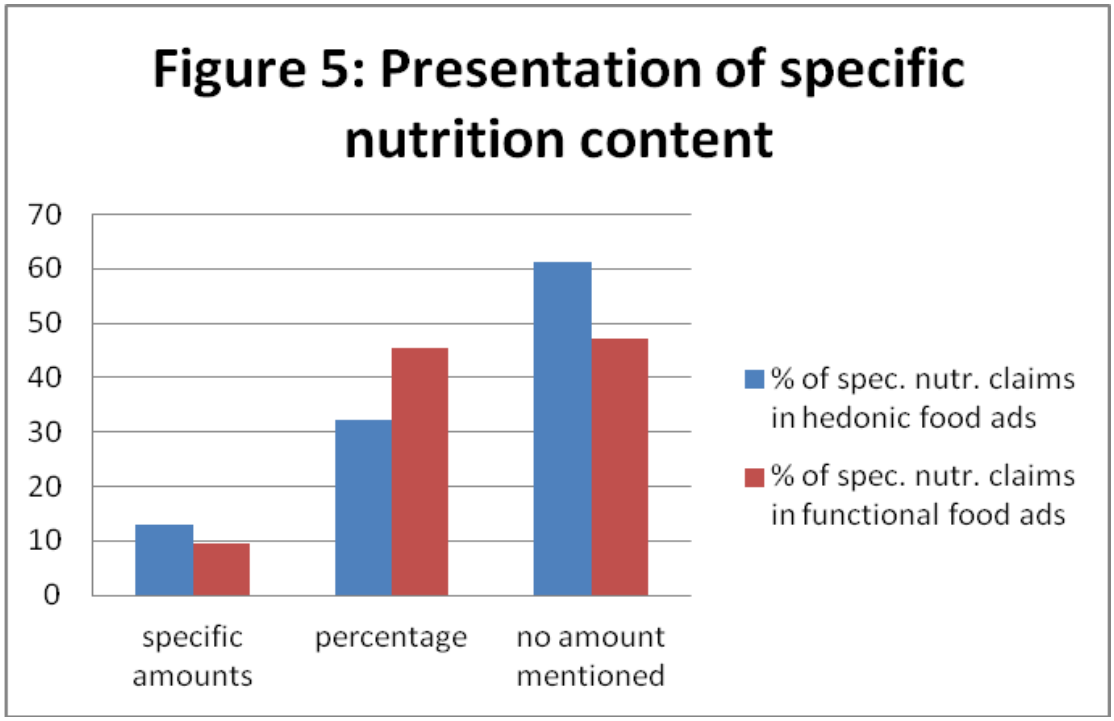
due to the amount of dessert or other sweet dairy products that were present in the hedonic food category. The lactose related claims made up slightly over half of the *reduced substance* -claims, which made it important to count them separately. If the lactose related claims would be excluded, the reduced substance -claims would only come up to 25,7% instead of 42,4% of ads.

Overall the results do not show significant differences between hedonic and functional products in the usage of advertising claims. This could implicate that marketers do not in general try to build schema incongruity with advertising claims.

5.2.2 Presentation of specific nutrition claims

As mentioned before, specific nutrition claims were found to be the second most used claim type in the Finnish food ads. The presentation of these claims, however, can differ from mentioning specific amounts or percentages to not mentioning any nutritional amounts, which of course affects the amount of information the consumer is actually receiving. Therefore, this study also looked at the presentation of the specific nutrition claims, to see which option food marketers actually use.

The division of how claims were presented can be seen in Figure 5. The total percentages come to a total of slightly more than 100% as 6 ads contained both specific amounts and percentages, and these were recorded separately. However, most ads only used one type of presentation. The amounts show slight variation between hedonic and functional products, but the differences are not statistically significant.



Looking at the presentation for both hedonic and functional ads, most specific nutrition claims did not mention any amounts or percentages. For hedonic products the amount was 61,3% and for functional products the amount was 47,2%. For the marketers this could be a way of associating the right amount of *healthiness* to the product and not making the product seem too diet-oriented to scare away the less health-conscious or even highly skeptical consumers. As noted by Klassen et al. (1991) in their research, the undesired link to diet products can cause marketers to be careful with nutrition claims.

However, the choice of leaving out specific amounts can also be an attempt to increase consumer generalization of claims. This can benefit the marketer as it gives the product a healthier image than the product actually is.

Percentages were the second most popular choice for presenting specific nutrition information. This presentation type was used in 45,3% of functional food advertisements, which is nearly as many as the ads that did not mention any amounts (47,2%).

Percentages can be seen as an easy way to provide more specific nutritional information to the consumers, because in most cases percentages are easier to understand than specific amounts in grams. The choice of whether to use percentages or specific amounts depends also on what the marketer would like to communicate. Specific amounts can perhaps seem

very scientific and consumers might link them to diet foods, so the choice of using or not using them depends on which type of consumers the marketer is targeting. Also, as Klassen et al. (1991) mention, specific nutrition claims can make the consumption of the product seem as more of a 'must' than a pleasure for some consumers, and this might be something advertisers might want to avoid.

For the Finnish food ads, specific amounts were the least used form of presenting specific nutrition information. Only 12,9% of hedonic food ads and 9,4% of functional food ads presented a specific amount in their advertisement. This could indeed be due to marketers trying to avoid the image of a diet product.

As the two most common types of claims used in the advertisements were taste claims and specific nutrition claims, the next part will focus on analyzing the advertisements presenting these claims in more detail, especially looking at the advertisements using both types of claims.

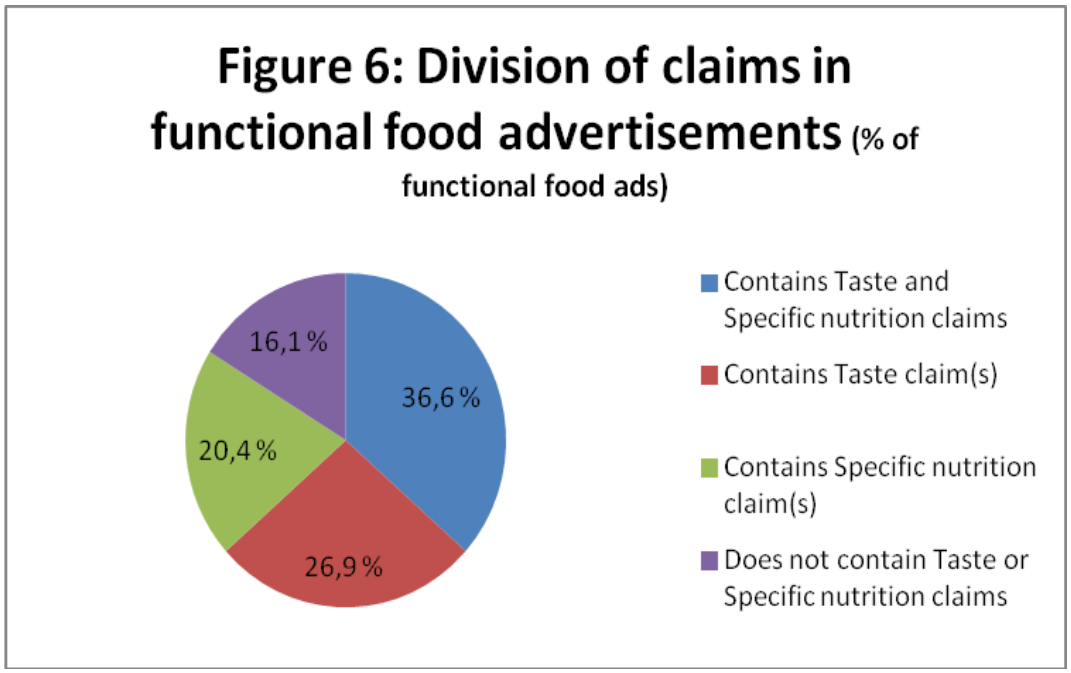
5.2.3 Ads using both taste and specific nutrition claims

An interesting finding from the research was that several hedonic and functional food advertisements actually contained both taste claims and specific nutrition claims. Looking at the percentages in Figures 6 and 7, 36,6% of functional food ads contained both two types of claims, and the amount was even higher, 41,2%, for hedonic food ads.

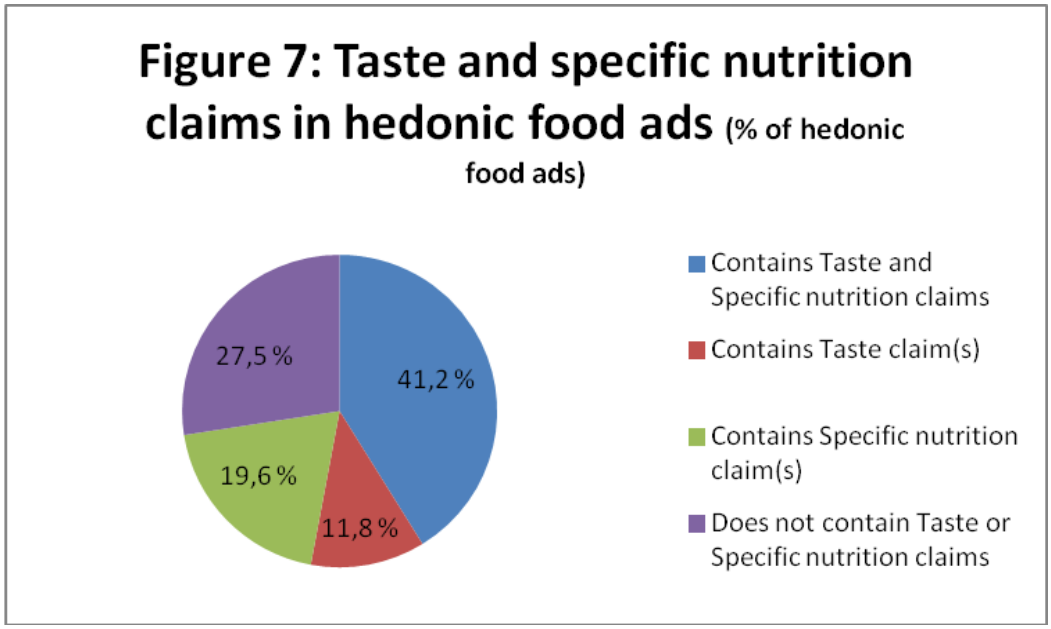
In functional food advertisements, the ads containing a taste claim but not a specific nutrition claim covered 26,9% of functional food ads. The amount of ads using a specific nutrition claim but not a taste claim was 20,4%. The difference cannot really give indication of marketers choosing schema incongruence and using only taste claims for functional products. On the other hand, the result does not indicate that marketers would be aiming for a purely functional product image either.

The quite even amount of ads using on one hand only taste claims and on the other only specific nutrition claims could indicate that marketers of functional foods are actively using both product category congruent and incongruent ad claim strategies. Furthermore, over a third of functional food advertisers decided to use both types of claim in the advertisement, which can be seen as a choice of moderate schema incongruity. By pairing a

taste claim with a specific nutrition claim, marketers may be able to avoid the 'health product' image as mentioned before by Aaker and Klassen (Aaker, 1991, 116; Klassen et al., 1991). This can be seen as a way to balance the product image from being too much of a health product, but also to have enough product category schema congruence.



When looking at the hedonic food ads, the number of ads containing both taste and specific nutrition claims is quite high, 41,2%. The amount of ads containing a taste claim without a specific nutrition claim is only 11,8%. This is quite surprising as typically hedonic products would be expected to contain taste claims and less nutrition claims, but the results show that they are many times paired together and that taste alone is no longer used as much. This could be the result of growing demand for healthier options, even for hedonic foods. Appealing to the senses is not enough, but you need to also provide information about the nutritional content of the product. Perhaps, the nutrition claim is used to alleviate the guilt of enjoyment or the modern hedonists want to at least be aware of what they are indulging in.



All in all marketers seem to be aligning with the schema congruity theorists (Sujan, 1985; Meyers-Levy & Tybout, 1989; Carvalho et al, 2011) that see moderate incongruity as the most beneficial option. For both functional and hedonic ads the most common solution was to use both taste claims and specific nutrition claims at the same time. By using both claims that are congruent and incongruent with the food type marketers are able to create moderate incongruity and spark the consumers attention but still match what the consumer expects from that product type.

6 Conclusions

This study set out to answer what types of claims are used in Finnish food advertisements and whether there are differences in the use of claims between hedonic and functional foods. The conclusion of the study on food advertisements in Finnish women's magazines was that the most used types of claims are taste claims and specific nutrition claims, which was also in line with the previous American study by Kihan et al. (2009).

As Kihan et al. (2009) also found, nutrition and health claims have become an important part of advertising for food marketers. However, this study did not find significant differences in the use of claims between hedonic and functional food advertisements. One possible reason for the result could be that the sample size was not large enough. On the other hand, the results would also indicate that food marketers in Finland do not use extreme product category incongruity or congruity as a strategy. It would seem that marketers are leaning towards moderate incongruity which schema congruity theorists have also concluded to be the most beneficial.

A look at the amount of advertisements containing both taste claims and specific nutrition claims in the same advertisement also suggests that marketers are aiming for moderate incongruity. By using both claims that are congruent and incongruent with the food type marketers are able to create moderate incongruity and spark the consumers attention but still match what the consumer expects from that product type. The use of both types of claims for both hedonic and functional foods also explains the relatively small differences in claim use between the product types.

It is interesting to see that most hedonic products actually paired a taste claim with a specific nutrition claim rather than only presenting a taste claim. This could be an indication of consumers demanding healthier options from even hedonic food products. Compared to the hedonic food ads, functional food advertisements were more often found to use either extremely congruent or extremely incongruent claims. However, the moderately incongruent combination of claims was, as mentioned earlier, the most popular choice for both hedonic and functional food products.

The presentation of claims is also quite important because, as discussed in chapter 2.2, consumers tend to make assumptions and generalize claims. As the specific nutrition claims were very common in all advertisements this study also looked into the presentation

of these claims. This showed that almost half of functional food ad claims and over half of hedonic food ad claims did not mention a specific amount. This could imply that marketers are intentionally using consumers' tendency to generalize to their advantage and to boost the health aspect of the product image. On the other hand, this could also imply that marketers are not daring to use the specific amounts as this might lead to negative association with diet-products and something that is a 'must' to consume rather than a pleasure.

Further studies could address the presentation of claims in more detail, and also study the different combinations of claims that marketers use.

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8 Appendix: Examples of claims used for both hedonic and functional product ads

Product	Brand	Claim
Hedonic +taste		
Pancake dessert	Dronning-holm	"... vastustamattoman herkulliset täytetyt ohukaiset ovat valmiita nautittavaksi.." ["... irresistibly delicious filled pancakes are ready to be enjoyed."]
Ice cream	GB Glace Carte D'Or Starry Night	"...Ihanan pehmeää vaniljajäätelöä ja täyteläistä macadamiajäätelöä täydentää suklaakastike, joka on tumma kuin yö..." ["...Deliciously soft vanilla ice cream and rich macadamia ice cream complemented by chocolate sauce that is as dark as the night..."]
Dessert dairy product	Valio maustettu rahka	"...nopeasti herkulliset jälkiruoat arkeen ja juhlaan...Kaikki hurmaavat maut..." ["Delicious desserts for everyday and special occasions...All charming flavors.."]
Hedonic +specific nutrition		
Sweets	Panda Natural	"...Luonnolliset värit ja aromit, rasvaa vain 0,6%, ei säilöntäaineita..." ["...Natural colors and flavors, only 0,6% fat, no preservatives..."]
Carbonated drink	Hartwall Novelle friss	"...Ei keinotekoisia makeutusaineita. Ei ylimääräisiä kaloreita. Ei sokeria, vain hedelmäsokeria...vähäkalorinen..." ["...No artificial sweeteners. No extra calories. No sugar, only fruits' own sugar...low-calorie..."]
Yoghurt	Danone Actimel Powerfruit	"... ainutlaatuista L.Casei Defensis -maitohappobakteeria sekä luonnollista C-vitamiinia..." ["...unique L.Casei Defensis bacteria and natural C-vitamin..."]
Hedonic +taste +specific nutrition		
Dairy product, dessert	Arla Keittiö	"... terveellinen ja herkullinen osa leivontaa...Kokeile kolmea herkullista uutta makua...vähälaktoosinen...rasvaa 7%..." ["...a healthy and delicious part of baking...Try the three new flavors...low in lactose...7% fat..."]
Ice cream	Valiojäätelö Oma Vadelma	"...Laktoositon ja marjaisan mehukas, sorbettikuorrutteinen kermajäätelö...Koko Oma-perheellä on nyt Sydänmerkki, sillä se on tuoteryhmässään rasvan kannalta parempi valinta. Maut ja värit 100% luonnosta..." ["...Low in lactose, deliciously juicy, sorbet-coated ice cream...The whole Oma- product family now has the Heart symbol, as it is the better choice in its product category when it comes to fat. Flavors and colors 100% from nature..."]
Biscuits	Jyväshyvä Luonnon-hyvät Karpalo	"...Kehitimme herkullisen keksin, jonka raaka-aineet ovat 100% luonnosta, ilman ainuttakaan keinotekoista lisäainetta...Herkkusuita varten lisäämme yhteen keksiin tummaa suklaata...Leivonnassa käytetään ainoastaan rypsiöljyä, minkä ansiosta Luonnonhyvissä on pehmeää rasvaa..." ["...We developed a delicious cookie that is made from 100% natural

		ingredients, without any artificial additives...For the ones with a sweet tooth we added chocolate to one of the cookies...Only rapeseed oil is used in baking Luonnonhyvät, which is why they only contain good unsaturated fats..."]

Product	Brand	Claim
Functional +taste		
Mysli bar	Alpen	"Maukasta energiaa, aina mukana! Neljä ihanaa makua, valitse oma suosikkisi!..." ["Delicious energy, always with you!...Four tasty flavors, choose your favorite!..."]
Müsli	Myllärin Luomu Herkku Mysli	"Onnellinen perhe syö Myllärin Luomu Herkku Mysliä...Oikeasti Myllärin Luomu Herkku Mysliä kannattaa syödä, koska se maistuu hyvälle..." ["A happy family eats Myllärin 'Organic Delicious Müsli'...Actually you should eat Myllärin Luomu Herkku Mysli, because it tastes good..."]
Soup	Knorr Italian Chunky Tomato Soup	"Maistuukohan se kuitenkaan yhtä hyvältä kuin itse tehty keitto? Laadukkaat raaka-aineet takaavat parhaan maun...Hyvä maku on meille luonnollista..." ["Will it taste as good as home-made soup? Quality ingredients guarantee the best taste...Great taste is in our nature..."]
Functional +specific nutrition		
Milk product	Valio Maito Plus Rasvaton	"...Valio Maito Plus rasvaton 2,5dl...Proteiinia 12,5g. Kalsiumia 450mg. D-vitamiinia 5µg...50% enemmän proteiinia ja kalsiumia. 100% enemmän D-vitamiinia..." ["...Valio Maito Plus fat free 2,5dl...Protein 12,5g. Calcium 450mg. D-vitamin 5µg...50% more protein and calcium. 100% more D-vitamin..."]
Fish product	Findus Sitruuna-leike	"...Sydänmerkillä varustetut Findus-pakastekalat... Omega-3 -rasvahapot hellivät sydäntä..." ["...Findus- frozen fish products with the Heart symbol...Omega-3 fatty acids that are good for your heart..."]
Bread	Fazer Real	"Täysjyvärukiissa on hyviä hitaita hiilihydraatteja, joilla jaksat aina maaliin asti!...Ruis REAL, täyttä jyvää. Ruis 100%, Kuitua 10%. 75kcal. *Sydänmerkki..."* ["Whole grain contains slow carbohydrates that help you last until the finish line!...Ruis REAL, whole grain. Rye 100%. Fiber 10%. 75kcal. Heart symbol..."]
Functional +taste +specific nutrition		
Cereal	Nestle Cheerios Kaura	"...Cheerios Kaura -hyvänmakuinen ja kuitupitoinen täysjyväkauramuro...Cheerios Kauramurot sisältää 92 prosenttia hyvää ja pehmeää täysjyväkauraa sekä runsaasti ravitsevaa kuitua..." ["...Cheerios Kaura is a tasty whole grain oat cereal rich in fiber...Cheerios Oats cereals contain 92% good and soft whole grain oat and lots of nutritious fiber..."]
Soy products	Alpro Soy	"...täysin kasvispohjaisia, eivätkä sisällä eläinrasvoja ja ovat täynnä

		soijan hyviä ominaisuuksia...hyvä proteiinin lähde...Niillä teet joka päivä herkullisen makuisia terveellisiä aterioita koko perheelle..." ["...completely vegetable-based, do not contain animal fat and are full of soy's good qualities...a good source of protein...You can make delicious and healthy meals for your family every day..."]
Cereal	Nestle Fitness Yoghurt	"Fitness yoghurt-ihanan makuisia ja rapeita Fitness täyshyvähiutaleita, aitoa suussa sulavaa jogurttia sekä runsaasti kalsiumia...46% täysjyvää..." ["Fitness yoghurt - delicious and crispy Fitness whole grain flakes, real yoghurt that melts in your mouth and lots of calsium..46% whole grain..."]