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Consumer perceptions of alcohol nutrition claims & associations with intended purchasing and consumption

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“Always was...always will be”

I respectfully acknowledge the Gadigal people as the Traditional Owners of the land we’re meeting on today.

I pay my respects to elders past, present and emerging.

Image: Long Way Home – A celebration of 21 years of Yunggorendi First Nations Centre (2011)

Background

- **Virtue marketing** messages are increasingly being displayed on alcohol products to target more health-conscious consumers
- One example of virtue marketing is **nutrition-related claims** (e.g. low carb, sugar free, no preservatives....etc)
- Nutrition claims may create a **health halo** effect:
 - advertising a specific healthy attribute increases the overall perceived healthiness or appeal of the product
 - alcohol products with nutrition claims are perceived as healthier and lower in alcohol compared to identical products with no claims.



Study aims

1. **How often** do consumers see nutrition claims on alcohol products?
2. How are nutrition claims **perceived**?
 - Do they make alcohol products more appealing?
3. Are claims associated with increased intent to **purchase** or **consume** alcohol?

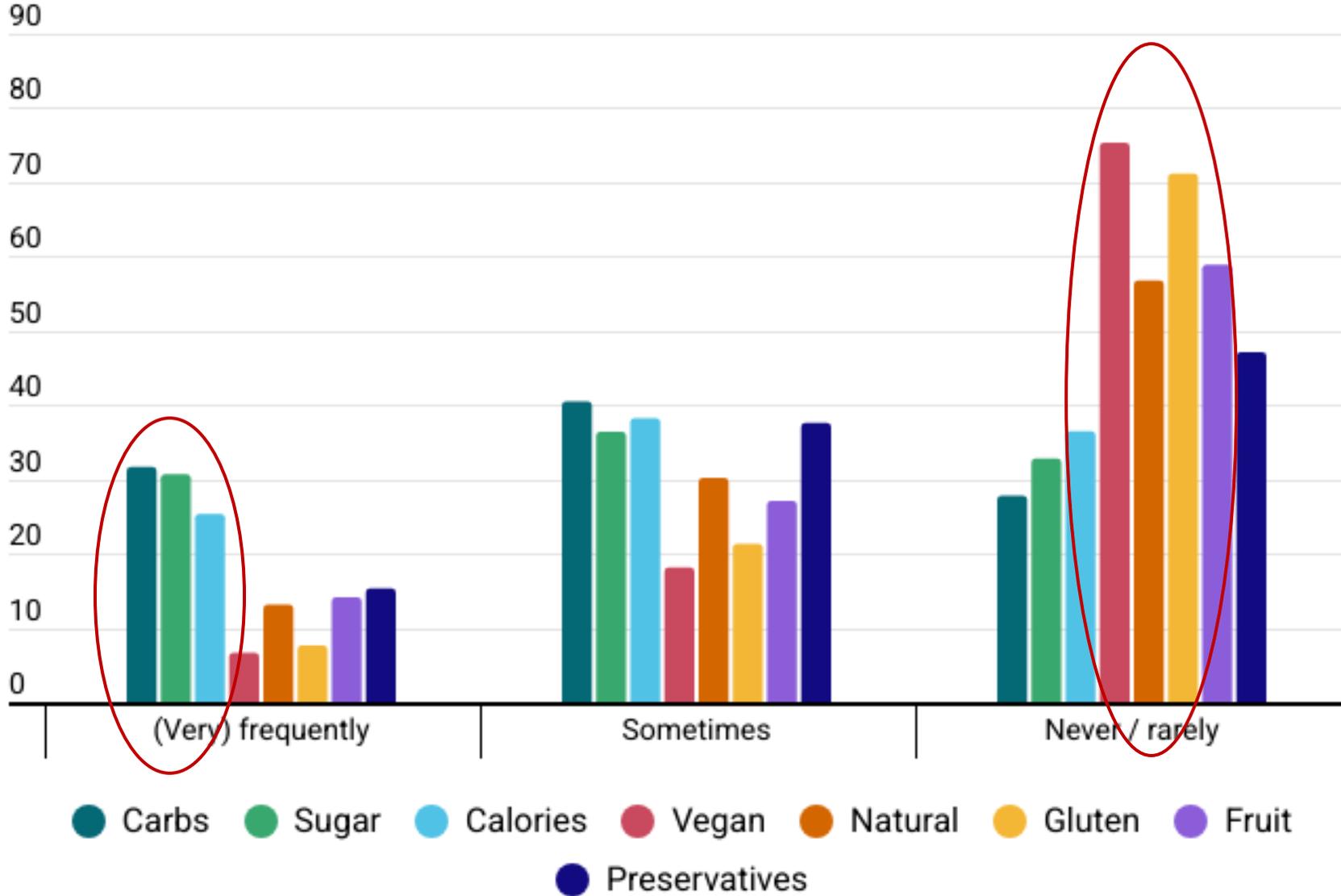


Methodology

- Online survey of Australians (18+) who consumed alcohol more than once per month (N=2028)
- Participants viewed mocked-up alcohol labels showing eight different nutrition-related claims - *Carbs, sugar, calories, vegan, natural, gluten, fruit, preservatives/additives*
- After this, they were asked about product perceptions, intended purchase & intended consumption



Frequency seen claims (past 6 months)

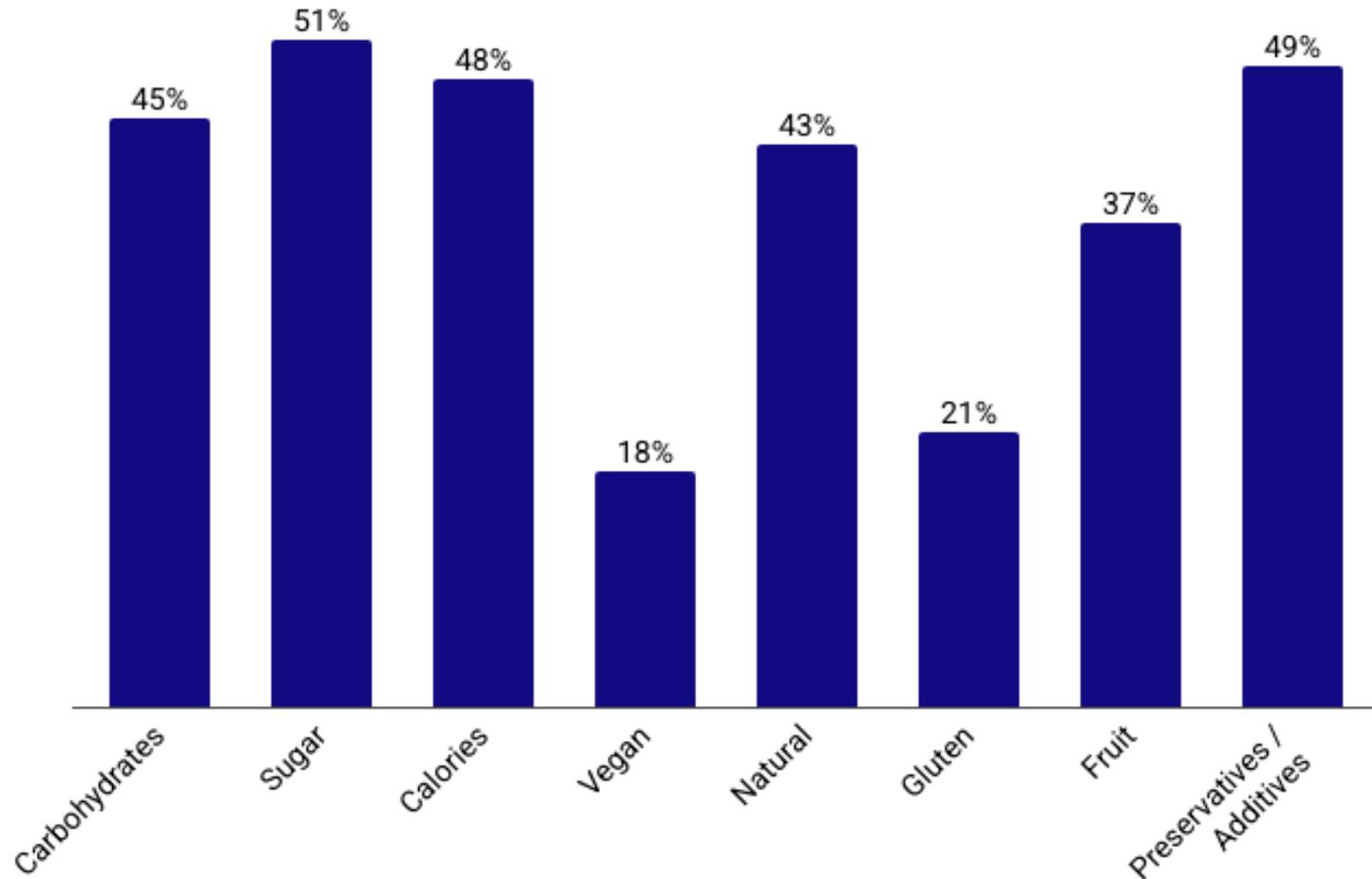


Significantly more likely to see frequently:

- High risk** vs low risk drinkers (*all*)
- Women** vs men (*carbs, sugar, natural, gluten, fruit*)
- Younger** vs older (*all*)

Perceptions of claims

% agree/strongly agree: [X] claim makes products more appealing



Significantly more likely to agree/strongly agree:

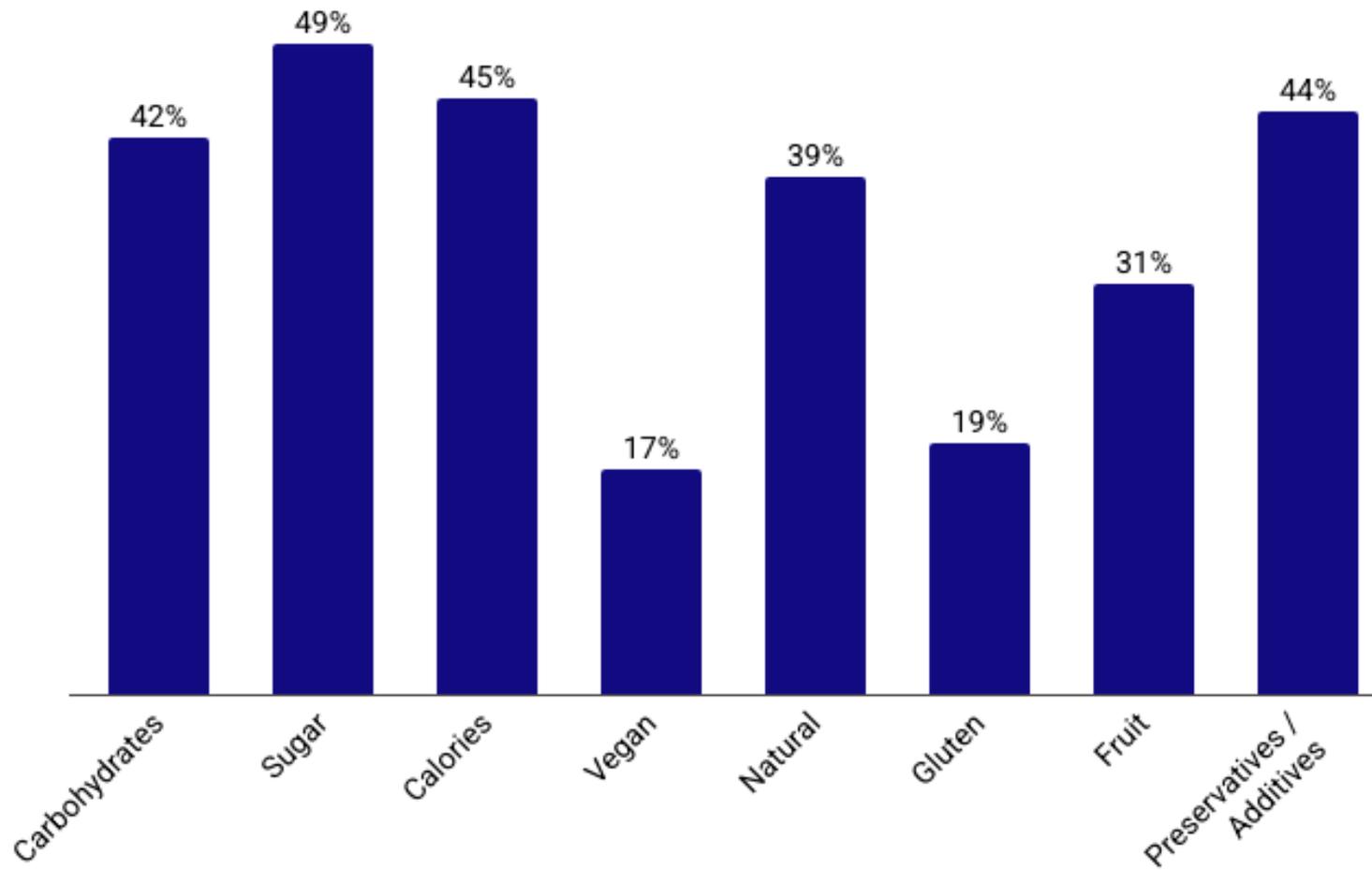
High risk vs low risk drinkers
(*carbs, vegan, gluten*)

Women vs men (*sugar, calories*)

Younger vs older (*all*)

Impact of claims on intended purchasing

% agree/strongly agree: I am more likely to purchase a product if it has a statement about [x]



Significantly more likely to agree/strongly agree:

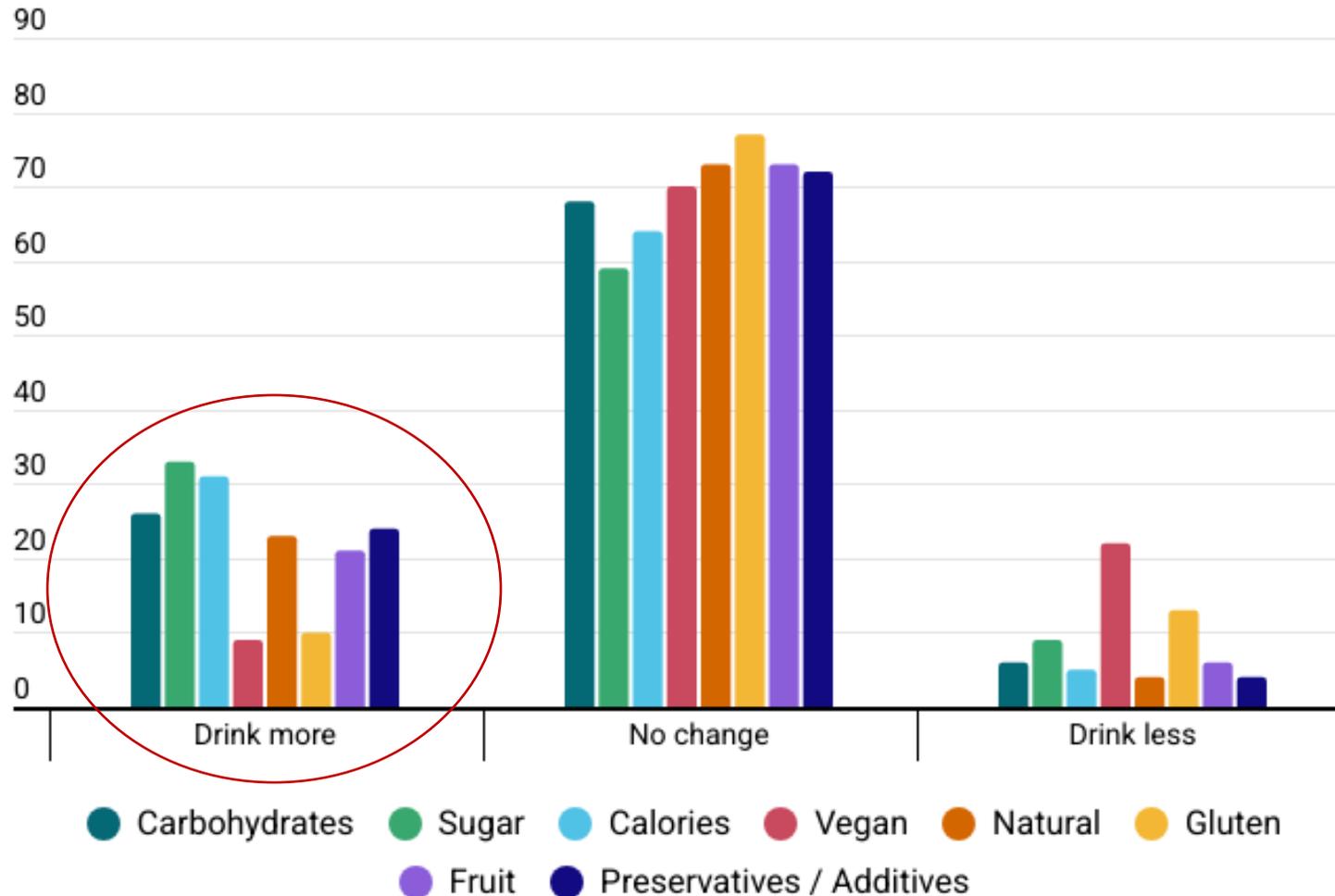
High risk vs low risk drinkers
(*carbs, calories, vegan, gluten, fruit*)

Women vs men
(*sugar, calories*)

Younger vs older
(*all*)

Impact of claims on intended consumption

If you saw a statement about [x] on the label of an alcohol product, would it change how many of these beverages you would drink in a single drinking session?



Significantly more likely to drink more:

High risk vs low risk drinkers
(all)

Women vs men
(sugar, calories)

Men vs women
(gluten)

Younger vs older
(all)

Conclusions and implications

- Claims on alcohol product labels are **influencing consumer perceptions** and potentially also **behaviours**
- People with **high-risk alcohol use, women** and **young people** may be particularly vulnerable to the promotional influence of claims
- However, there is considerable **variability** according to claim type
 - Sugar, calorie, carbohydrate, preservative claims consistently have highest positive perceptions / impact on behaviour
- **Better regulation** is needed to help consumers make informed choices and ensure claims don't operate as a marketing tool

Thank you

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