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ABSTRACT

This paper is used in order to illustrate the impact that can have a use of packaging and advertising together on children's consumption of fruits and vegetables. Recently, we've been more and more concerned about how making children eat fruits and vegetables. We focus on the importance for children to eat healthy products for many reasons including the growing concern about childhood obesity. This paper shows that by using both packaging and advertising and by linking the two, it might have a strong impact in order to convince young children to eat fruits and vegetables. Past research are also discussed here as they already demonstrate that packaging and advertising used separately can influence children's behaviour towards fruits and vegetables. The results can then be used by companies in order to target young children and aim at increasing their consumptions of these products.

INTRODUCTION

Current shifts in food trends have led to a focus on healthy food marketing.

Indeed, International datas collected by IASO (International Association for the Study of Obesity) show that 15% of children are in excess-weight and obese in France. Moreover, an inquiry about the children's consumption of fruits and vegetables realised by Interfel in 2015 published by the FNSEA, show that more than the half french children eat less than 2 fruits and 2 vegetables per day.

This is very worrying for their health, but it also represents an opportunity for fruits distributors, by reaching this new target who really need to eat fruits. Increasing fruits and vegetables consumption is one important objective in the effort to stop the increasing obesity trajectory because these foods are generally low in calories and high in nutrients and fiber. However, this is not easy because even if children tend to enjoy eating fruits; it is common for them to dislike vegetables.

Yet, nowadays, childrens are major influencers within the family decision making unit. Hence, children became a more and more attractive target for marketers.

Fitzhugh and Lobstein (2000, pp. 13-14) defined children's food product as one which used "familiar cartoon characters", "tie-ins with children's TV programmes or films, "child-oriented animals or creatures", "child-oriented product shapes", "free gifts or special promotional offers suitable for children", "words such as 'kids', or 'ideal children's snack' or even 'perfect for school lunchboxes'". All these characteristics might help the brands to change children's behavior toward fruits and vegetables.

This research aims at understanding the children socialization stages between 3 and 7 years old (analytical stages according to Deborah Roedder John,1999) with the fruits and vegetables products. How companies can make french children want to eat fruits and vegetable ? What are the main factors for marketers to use, in order to reach children target?

CONCEPTUAL FRAMEWORK



Figure 1: Model of advertising impact for fruits and vegetables consumption's children

Advertising

There is a interrelationship between children's formation of attitudes toward advertising about fruit, children's attitudes toward consumption of fruit and children's purchase intention about fruit "Child-relevance" of a campaign, which is created by using popular elements from commercial children's food advertising, is found to be a key antecedent to effectiveness of pro-nutrition messages, both in terms of attitudinal and behavioral change. (Hota, Chumpitaz Caceres, Cousin, 2010)

With an adequate marketing strategy, that we will describe later, the advertising of fruits and vegetables (with 3 to 7 years old children as target) impact the attitude of the children toward fruits and vegetables advertising, that influence their attitude and knowledge toward fruits and vegetables, and finally impact their purchase intention. (See figure 1)

Children's food can be perceived as "eatertainment" (Roberts, 2005). For instance, a study shows that food advertising typically uses attractive and exciting celebrities/characters to associate food products with positive attributes and immediate rewards from consumption—actions that are conducive to the development of the kind of positive attitudes that will likely predict their consumption-related behavior toward the advertised foods (Scammon and Christopher).

Child-oriented advertising can use elements of children's food product defined by Fitzhugh and Lobstein (2000, pp. 13-14) : "familiar cartoon characters", "tie-ins with children's TV programmes or films", "child-oriented animals or creatures", "child-oriented product shapes", "free gifts or special promotional offers suitable for children", "words such as 'kids', or 'ideal children's snack' or even 'perfect for school lunchboxes'.

Packaging

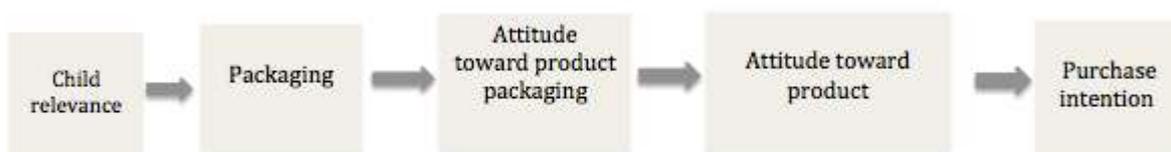


Figure 2: Model of packaging impact on the children's purchase intention

Packaging as one of the techniques no longer simply serves a functional purpose; it has become an important element of branding, positioning and related communication as part of an integrated marketing communications campaign (Ahmed et al., 2005).

Young consumers will only consider specific aspects of products and brands or again some elements of the packaging (see John, 1999, 2008). In the context of children, packaging elements such as size/shape and graphics play an important role. As far as the first element is concerned, the child gets to touch the product, feel emotions on seeing the form and appreciates its opening and closing mode, which can initiate play. Food manufacturers have been drawing on technology improvements to design fun packaging to give products child-appeal (Gelperowic and Beharrell, 1994). Due to children's lower abilities to process information, they are likely to assess products and their packaging mainly on a visual level, in addition to informational elements. Marketers therefore constantly use attractive visual imagery, recognisable characters, colour and design to ensure their product stands out to children. This concept of children's ability to process mainly on a visual level is supported by Dammler and Middelman-Motz (2002).

Children find junk food visually more attractive, well packaged and better promoted in comparison with healthy food (McKinley et al. , 2005). Marketers have to create a kids' product, using special shapes, colors, images, games, endorsers, cartoons because extrinsic product attributes, such as labelling and packaging, have a particular role in children's purchasing behaviour (Valkenburg and Cantor, 2001).

Moreover, packaging's selling role has been enhanced by advertising that often prominently exhibits the package with intent to deposit an image of it in the minds of consumers so that it will prompt a visual reminder of the product when the consumer is in its presence in the marketplace (James U. McNeal)

Many research as been done to prove that an attractive packaging which is child relevant is very effective on the child's attitude and purchase intention. For instance:

- *"The results showed a significant increase in children's purchase intention as a consequence of presenting the product in fun packaging."*(C.Pires and L. Agente)
- *"From the child perspective, such research has shown that child friendly healthy food packaging can influence children's attitudes and purchase intentions"* (Pires and Agante, 2011)
- *"The impact of visual and child-oriented packaging elements versus information on children's purchase influence across various age groups"*, (International Journal of Retail & Distribution Management, Vol. 42 Iss 11/12 pp. 1069 - 1082-Monali Hota Karine Charry,2014)

CONCEPTUAL AND METHODOLOGICAL CRITIQUE

The influence of child oriented packaging and advertising on children's consumption of fruits and vegetables seems to be an area where significant conceptual and methodological research gaps exist.

Firstly, research suggests that examining the impact of child-oriented packaging or advertising on children's fruit and vegetable consumption is a conceptually incomplete examination. Children's recall of packaging elements has a very weak impact on children's subsequent purchase influence as there are several aspects of product marketing that can impact upon children's purchase influence motivations besides packaging, including advertising (Hota and Charry 2014). Similarly, Raju and

Lonial (1989) mention in their study that advertising does not have a profound effect on children's desire to purchase the product especially when it is new. Repeated and varied exposure to the advertisement and the product is needed in order to profoundly affect their desire for the product. Secondly, past research examining the impact of child-oriented packaging or advertising on children's fruit and vegetable consumption is methodologically incomplete.

Firstly, many research consider young children as focusing only on perceptual features (Deborah Roedder John-Consumer socialization stages). They don't consider that they do really have an attitude toward fruits and vegetables, even if they are capable to proceed all these informations. They think that they just don't have the ability to understand the informations given by the packaging or the advertising.

However, *Christina A. Roberto, Jenny Baik, Jennifer L. Harris and Kelly D. Brownell* included very young children in their attitude toward junk food. Indeed, they show that branding food packages with licensed characters substantially influences young children's taste preferences and snack selection and does so most strongly for energy-dense, nutrient-poor foods.

Secondly, many research demonstrate that advertising towards fruits have a positive impact on children and also that the packaging plays an important role for their perception.

"This has gone further in the twenty-first century as food manufacturers have been asking children to interact with their products using licensed and brand created characters on packaging (Roberts, 2005). The stories told by the brands' characters in advertising are of course at the route of these influences. These adventures indeed create a unique bond with children that will be later retrieved from the child's memory when exposed to the character on the packaging, used as a cue in store."(Monali Hota Karine Charry, (2014))

However, no study has been done in order to measure the performance of a combination of advertising and packaging for fruits and vegetables on very young children.

Therefore, we are also completing the literature in the conceptual way, by adding the measurement of combination of those two features.

To conclude, this research fills two gaps; one on the conceptual area and the other one on the methodological one.

CONCLUSION

In this study, we have seen in the literature that packaging had a positive effect on children when there was child relevant, so as the advertisements, but it has never been said before that a link should be made between the packaging and the advertising to make fruits and vegetables more appealing. They should both be created by marketers, be child relevant, with characters, colors and fun style, but overall one has to recall the other one. This is the main point of this study. It is very important because it will activate the memory of the child, and improve its brand attitude and purchase intention toward the product.

Moreover, we have read in the literature it was better to target children from the age of 8 years old, because otherwise they won't be able to process the information transmitted on advertisements or packaging. However, in this study, on contrary, we have proved that there is not only the children from 8 to years old who are able to react to packaging and advertising and processing it, but also children from 3 to 7 years old. Indeed, they are smart enough to recognize the physical aspects of the product and develop an attitude toward it.

To conclude, marketers should first link their advertisement with their packaging, but also enlarge their target from 3 to 7 years old children.

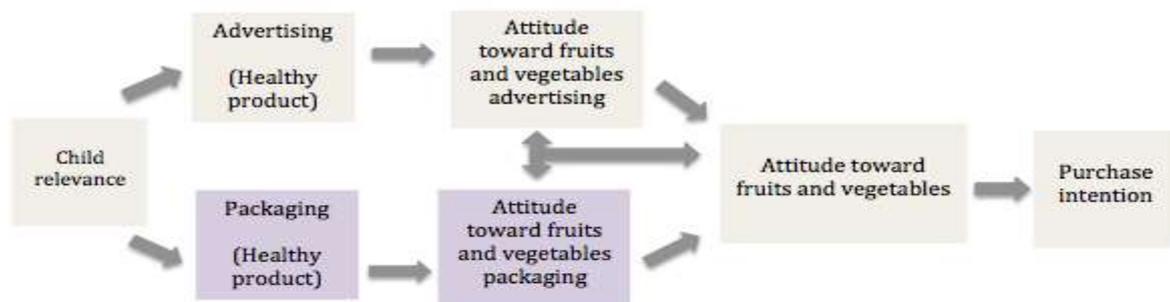


Figure 3: model of relationship between advertising and packaging in attitude of children

Explanation of conceptual framework (Figure 3): Regarding to the child relevance, marketers should not only create advertising which increase a positive attitude towards fruit vegetable, but also create a packaging in link with these advertisement, so that the effect is more effective and the chance of purchase intention should increase.

RECOMMENDATION FOR FUTURE RESEARCH

Firstly, this paper recomand to use the conceptual framework showed by Figure 3, for future research about 3-7 years old children consumption . Researchers should use this framework in order to demonstrate the relationship between packaging and advertising in the children's attitude and their purchase intention.

Research need to focus on the importance of the packaging for fruits and vegetables and the close relation between packaging and advertising for fruits and vegetable, in order to be recognized directly by children in store, after watch the ad on TV. Because we saw that children spend many time watching- children also spend more time in retail space and their shopping experiences have a growing influence on their socialization (Dotson and Hyatt,2005), it could be relevant to follow the strategy of advertising TV in the store, and create a link between the ad on TV and the packaging on the shelves, so that the kid can recall what he had seen on TV and increase his positive attitude toward the brand.

Therefore, in this research, researchers need to test the combination between TV advertising and packaging to see if it could improve the purchase intention of fruits and vegetable towards young children (Figure 3)

Finally, future research may also consider the child relevance and the impact of socialization stages in the model.

H1: A child relevant packaging for fruits and vegetables has an impact on children's purchase intention.

H2 : Combine advertising and packaging in marketplace improve attitude towards fruits and vegetables.

H3 : Combine advertising and packaging in marketplace improve purchase intention towards fruits and vegetables.

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ANNEXE

Examples of video children fruits and vegetables who could be use for the future research :

French video for Flunch : <https://www.youtube.com/watch?v=uiLASTsmAdU>

French advertising by INTERFEL : https://www.youtube.com/watch?v=_QgDE3etCYI

Examples of packaging children fruits and vegetables who could be use for the future research:

