Will judging a cookie by the box cause our preferences to change?

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Experimental Design

Cookie A

> "Good Cookie"
> dutch cocoa cookie wafers sweetened w/ honey & cane sugar, no high fructose corn syrup or hydrogenated oil.

Ratings for...
- ❑ Taste
- ❑ Texture
- ❑ Quality

Cookie B

> "Bad Cookie"
> high fructose corn syrup & artificially flavoured

Sample info
- ❑ Age
- ❑ Diet
- ❑ Taste
- ❑ Hunger
- ❑ Exercise

Phase 1: Order → Cookie A >> Cookie B ?
- ● Treatment: Cookie A first
- ● Control Cookie B first

blind to packaging

Phase 2: Info → Cookie A >> Cookie B ?
- ● Treatment: Information about Cookie A
- ● Control: No information provided

blind to packaging

Phase 3: Info + Package → Cookie A >> Cookie B
- ● Treatment: Information about Cookie A
- ● Control: No information provided

in original packaging

Phase 4: Package → Cookie A >> Cookie B
- ● Treatment: Displayed in original packaging
- ● Control: Blind to packaging

(1) Info provided
(2) No info provided

191 total participants

Results

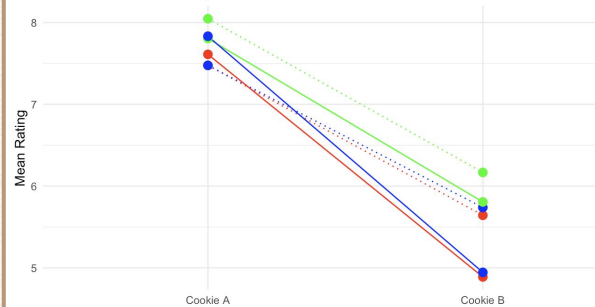*Independent t-tests:* Difference in mean ratings

Phase 1

Phase 2
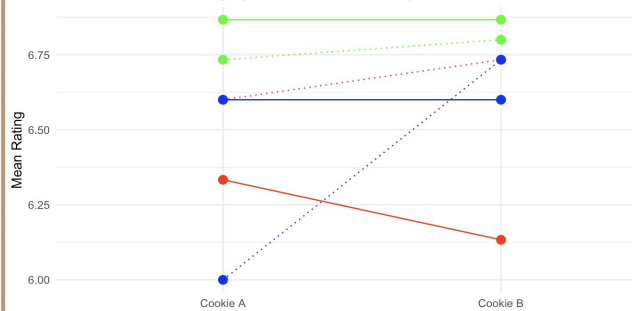
Phase 3

Cookie Order...
Does not significantly affect ratings

- Taste: p = 0.6901
- Texture: p = 0.9465
- Quality: p = 0.2859

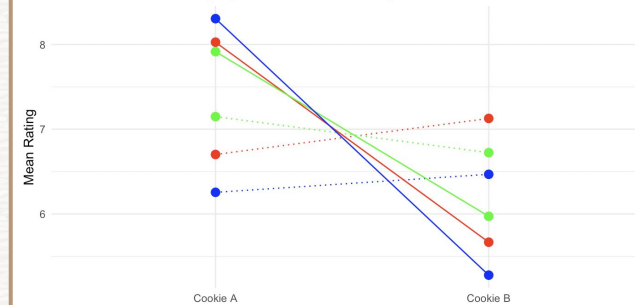### Verbal Information...
Does not significantly affect ratings

- Taste: p = 0.1840
- Texture: p = 0.8643
- Quality: p = 0.0847

Verbal Information + Packaging...
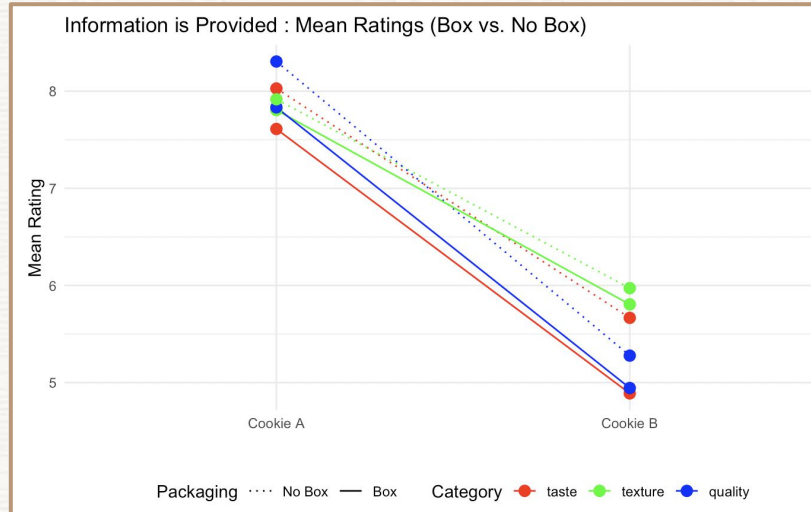*Does* significantly affect ratings

- ★ Taste: p = 0.0008
- ★ Texture: p = 0.0429
- ★ Quality: p = 0.0004

Category ● taste ● texture ● quality treatment ····· Control —— Treatment

Results

Independent t-tests: Difference in mean ratings between phase 2 and phase 3
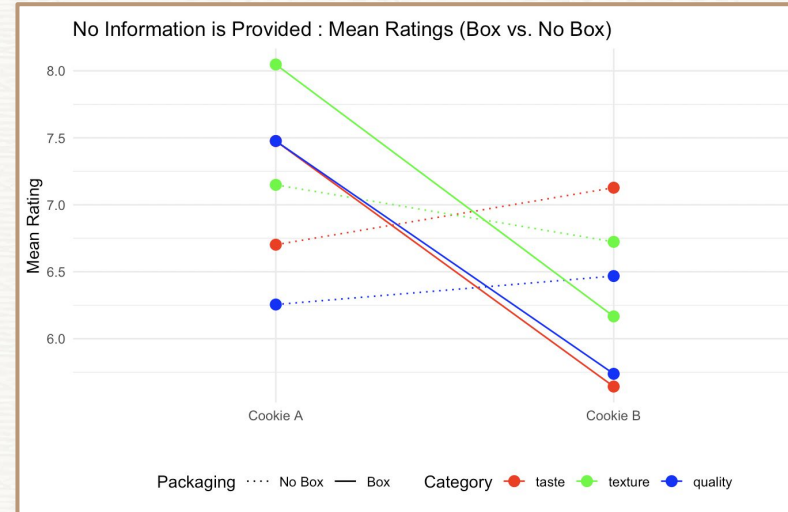
Treatment

Information is Provided : Mean Ratings (Box vs. No Box)

Control

No Information is Provided : Mean Ratings (Box vs. No Box)

Box + INFO...
Does not significantly affects ratings

Box + NO INFO...
Does significantly affects ratings

●   p = 0.2583

Category ●─ taste ●─ texture ●─ quality   treatment ···· Control — Treatment

★   p = 0.0000

Narrative

People tend to believe verbal information when aided with visual cues!

- Which cookie is given first does not matter - we eliminate the anchoring effect
- Compared to neutral packaging, giving cookies out in their branded boxes has a significant effect on participants' taste preferences
- Verbal information WITH packaging and branding DOES have a significant effect on taste preferences – verbal information alone is not enough

Visual branding and advertising is much more effective than verbal advertising alone!

Thank you

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