The effectiveness of traffic light color-coding on nutrition labels has been studied by other researchers and is generally found to be extremely influential in aiding consumers to make healthy choices (Schuldit, 2013; Trudel, Murray, Kim, & Chen, 2015).

In separate experimental studies, it has been found that traffic light color coding has been more effective than other nutrition label formatting in encouraging consumers to purchase healthy products (Enax, Krajbic, & Weber, 2016).

H1: Individuals will rate the snack bar with the traffic light color-coded green dominant nutrition label as more healthy than the snack bar with the same label that is not color-coded.

H2: Individuals will rate the snack bar with the traffic light color-coded red dominant nutrition label as less healthy than the snack bar with the same label that is not color-coded.

Materials:
- 9 pt Likert Scale of Nutrition (1 = Significantly Less Healthy, 9 = Significantly More Healthy)
- Participants rated snack bars based on nutrition labels compared to a typical snack bar

Procedure:
- Participants gave a healthier rating to the label with the traffic light color-coding.

A Wilcoxon test examined the results of the rating of perceived healthiness of the red dominant traffic color-coded label and the the same label that was not color coded.

A Wilcoxon test examined the results of the rating of perceived healthiness of the green dominant traffic color-coded label and the the same label that was not color coded.

A Wilcoxon test examined the results of the rating of perceived healthiness of the green dominant traffic color-coded label and the the same label that was not color coded.

No significant difference was found in the results (Z = -2.121, p < 0.05). Participants gave a healthier rating to the label with the traffic light color-coding.

A Wilcoxon test examined the results of the rating of perceived healthiness of the red dominant traffic color-coded label and the the same label that was not color coded.

A Wilcoxon test examined the results of the rating of perceived healthiness of the green dominant traffic color-coded label and the the same label that was not color coded.

No significant difference was found in the results (Z = 1.730, p > 0.05).

The health rating that participants gave to the label with the traffic light color-coding was not significantly different than the health rating that they gave the same label without color-coding.

Summary:
- Participants rated the snack bar with the traffic light color-coded green dominant nutrition label as more healthy than the snack bar with the same label that is not color-coded.
- Participants rated the snack bar with the traffic light color-coded red dominant nutrition label as less healthy than the snack bar with the same label that is not color-coded.

Limitations:
- Small Sample Size
- Lack of Diversity
- Used back-facing labels
- One type of food product

Future Directions:
- Larger sample size with a more diverse demographic.
- Using front-facing labels instead of back-facing labels which is more realistic.
- Use labels for a wider range of food products.

References: