



## Examination of effective deliciousness transmission method that leads to purchasing behavior of Yamato (another name for Nara, the ancient capital of Japan)'s traditional vegetable "Yamato-maru eggplant" that makes full use of nudge theory and information



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### 【Objectives】

Yamato-maru eggplant, a traditional vegetable of Nara Prefecture in Japan

Consumed in the food service industry as a high-end food ingredient

Due to the pandemic of COVID-19

Decrease in shipments to food service industry  
Problem of decrease in sales and increase disposal volume

Need to expand local consumption  
The challenge is the lack of local recognition.

### 【Materials & Methods】

Promotes shoppers' motivation to buy lost by COVID-19

“Aroma Nudges” using food scents to improve user motivation to purchase



Cooking Video of Target Foods



Visual Hearing

Improve purchasing motivation



Detects purchasing behavior based on the positional coordinates of joints



- Exp. 1 : No intervention
- Exp. 2 : Paper media
- Exp. 3 : Paper & Video media
- Exp. 4 : Paper, Video & Olfactory media



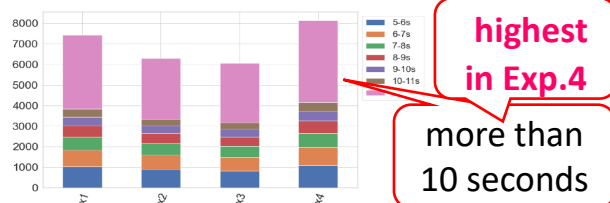
### 【Results】

Number of booth visits per experimental day



highest in Exp. 4

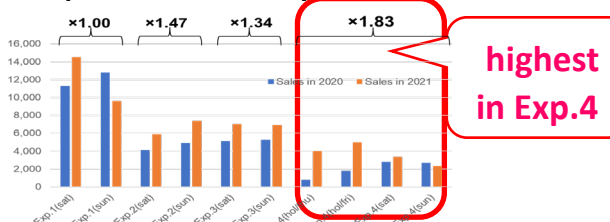
Average time spent in booth per experiment



highest in Exp. 4

more than 10 seconds

Comparison of Sales by Intervention



highest in Exp. 4

Sales increased in all experiments using interventions

### 【Conclusion】

The experiment results suggest that the methods of transmitting the deliciousness of paper media, video media, and scented nudge are all effective. But among them, the inclusion of The Aroma Nudges has a positive potential to attract consumer interest and positively influence their purchasing decisions.