

# The effect of different pricing and nudging strategies on food purchasing behaviour in a virtual supermarket setting

No registrations found.

<b>Ethical review</b>	Positive opinion
<b>Status</b>	Pending
<b>Health condition type</b>	-
<b>Study type</b>	Observational non invasive

## Summary

### ID

NL-OMON20137

### Source

Nationaal Trial Register

### Health condition

Pricing  
Prices  
Nudges  
Subsidy  
Tax  
Virtual supermarket  
Food purchasing  
Food purchases  
Unhealthy foods  
Healthy foods  
Voedingsaankopen  
Subsidies  
Belasting  
Prijs  
Ongezond voedsel  
Gezond voedsel

## Sponsors and support

**Primary sponsor:** Amsterdam University Medical Centre, location VUmc

**Source(s) of monetary or material Support:** Hartstichting and ZonMW financed the Supreme Nudge project.

## Intervention

### Outcome measures

#### Primary outcome

Purchases of healthy foods in grams

Purchases of unhealthy foods in grams

Percentage of healthy foods purchased

#### Secondary outcome

Absolute expenses of the weekly food purchases

Nutrition composition of the weekly purchases

## Study description

### Background summary

This study will investigate the influence of different pricing and nudging strategies on food purchasing behaviour in a virtual supermarket setting. Participants of both low and high socio-economic status will do their grocery shopping five times, during five weeks, in a virtual supermarket setting. Key strengths of the Virtual Supermarket are that it can be used to test several intervention strategies in a highly controlled experimental design without a complex implementation process. Participants will be randomly allocated to a tax on unhealthy products arm, a subsidy on healthy products arm or a taxing and subsidy arm. Within each arm, there are five conditions including a baseline condition, a nudging condition, a pricing condition, a salience pricing condition, and a salience pricing with nudging condition. Before each condition, a questionnaire is filled in regarding price perception and sensitivity, impulsivity, decision making, food choices and appreciation of the virtual supermarket.

### Study objective

This study will investigate the effect of different price and nudging strategies on food purchasing behaviour in a virtual supermarket setting among Dutch adults with both a low and high socio-economic status.

Our hypothesis is that pricing strategies (i.e. subsidies and taxes) will positively influence food purchasing behaviour of both healthy and unhealthy foods, and that this effect is stronger in adults with a low socio-economic status compared to adults with a high socio-economic status.

## **Study design**

The results will be analysed after the fifth shop in the virtual supermarket. Purchases done in the virtual supermarket are stored and analysed.

## **Intervention**

The intervention will include three arms and five conditions. The arms include a subsidy arm, a tax arm and a subsidy with a tax arm. The five conditions include a baseline shop, a nudging condition, a pricing strategy condition, an announced pricing strategy condition, and a combination condition (i.e. announced price changes and nudges). Participants will receive the task to do their weekly shops in the virtual supermarket throughout five weeks.

Participants will do the shopping in the comfort of their own home. Before or after each shop participants will fill in a questionnaire regarding their price perceptions, impulse control, food choice behaviour and appreciation of the virtual supermarket.

## **Contacts**

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## Eligibility criteria

### Inclusion criteria

Adults (18 years or older)

Dutch speakers

Main shoppers

### Exclusion criteria

No computer at home

No email address

One person per household

## Study design

### Design

Study type:	Observational non invasive
Intervention model:	Parallel
Allocation:	Randomized controlled trial
Masking:	Single blinded (masking used)
Control:	N/A , unknown

### Recruitment

NL	
Recruitment status:	Pending
Start date (anticipated):	01-10-2018
Enrollment:	300

Type: Anticipated

## IPD sharing statement

**Plan to share IPD:** Undecided

## Ethics review

Positive opinion

Date: 20-06-2018

Application type: First submission

## Study registrations

### Followed up by the following (possibly more current) registration

No registrations found.

### Other (possibly less up-to-date) registrations in this register

No registrations found.

## In other registers

Register	ID
NTR-new	NL7095
NTR-old	NTR7293
Other	METC VUmc : 2018.241

## Study results