

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

No registrations found.

Ethical review	Positive opinion
Status	Pending
Health condition type	-
Study type	Observational non invasive

Summary

ID

NL-OMON20137

Source

NTR

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

Public

VUMC

Jody Hoenink

Department of Epidemiology and Biostatistics

Location VUmc | F015 | De Boelelaan 1089a

Amsterdam 1081 HV

The Netherlands

-

Scientific

VUMC

Jody Hoenink

Department of Epidemiology and Biostatistics

Location VUmc | F015 | De Boelelaan 1089a

Amsterdam 1081 HV

The Netherlands

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