

The effect of different food and beverages tax schemes on consumer purchases in a virtual supermarket

No registrations found.

Ethical review	Positive opinion
Status	Pending
Health condition type	-
Study type	Interventional

Summary

ID

NL-OMON24906

Source

NTR

Brief title

TBA

Health condition

Fiscal policies to improve diet have emerged as apparent effective interventions to counteract overweight and obesity and non-communicable diseases such as diabetes type 2, cardiovascular diseases, musculoskeletal disorders and some types of cancer.

Sponsors and support

Primary sponsor: Vrije Universiteit Amsterdam, the Netherlands

Source(s) of monetary or material Support: The PEN project is funded by the Joint Programming Initiative “A Healthy Diet for a Healthy Life” (JPI HDHL), a research and innovation initiative of EU member states and associated countries. The funding agencies supporting this work are (in alphabetical order of participating countries): France: Institut National de la Recherche Agronomique (INRA); Germany: Federal Ministry of Education and Research (BMBF); Ireland: Health Research Board (HRB); Italy: Ministry of Education, University and Research (MIUR); The Netherlands: The Netherlands Organisation for Health Research and Development (ZonMw); New Zealand: The University of Auckland, School of Population Health; Norway: The Research Council of Norway (RCN); Poland: The National Centre for Research and Development (NCBR).

Intervention

Outcome measures

Primary outcome

Sugar-sweetened beverage purchases per household per week

Secondary outcome

Secondary outcome measures will be leading brand SSB purchases, house brand SSB purchases, healthiness of the total shopping basket (total unit food items with a Nutri-score A, B or C), and total purchased energy (kcal).

Descriptive statistics for the following outcome measures will also be presented: food groups (total unit food items within NEVO food groups), sugar, fat, saturated fat, protein, fiber, sodium and total expenditure in euro.

Study description

Background summary

In recent years, fiscal policies to improve diet have received considerable attention. Although the focus of most tax initiatives has been on sugar-sweetened beverages, taxes targeting a wider range of “unhealthy” foods and beverages may have more beneficial effects on overall diet quality and health than taxation on sugar-sweetened beverages alone. Therefore, the aim of the present randomized controlled trial is to measure and compare the effect of different tax schemes on consumer purchasing in a virtual supermarket. Participants will be randomly assigned to one of the following conditions: a sugar-sweetened beverages tax condition, a nutrient profiling tax condition, or a control condition.

Study objective

Our hypothesis is that less sugar-sweetened beverages will be purchased in both tax conditions compared to the control condition, and that the nutrient profiling tax condition will affect healthiness of the total shopping basket and total purchased energy.

Study design

One time point. Participants will visit the virtual supermarket once and complete a questionnaire afterwards.

Intervention

In the virtual supermarket, participants will be randomly assigned to one of the following conditions:

- (i) Sugar-sweetened beverages tax condition. In this condition, prices of sugar-sweetened beverages are taxed on a scheme similar to the UK Soft Drinks Industry Levy, where beverages containing 5 to 8 grams of sugar per 100 milliliter are taxed €0.21 per liter and beverages containing more than 8 grams of sugar per 100 milliliter are taxed €0.28 per liter.
- (ii) Nutrient profiling tax condition. In this condition, taxation of energy-dense, nutrient-poor foods and beverages is based on the Nutri-score (nutrient profiling scheme). Food and beverages with a label “D” or “E” are classified as “unhealthy” and taxed at a 20 percent level based on previous scientific evidence.
- (iii) Control condition. In this condition, regular prices will be used. The control condition will also be used for the purpose of another randomized controlled trial evaluating the effect of a meat tax on consumer purchases (registration in NTR will follow).

To reflect a realistic situation in which taxes are introduced, participants in the experimental conditions will be informed about the taxation before entering the Virtual Supermarket. Participants in the control condition will not receive such a notification.

Contacts

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Eligibility criteria

Inclusion criteria

Participants are eligible for inclusion in the study if they meet the following criteria: (i) being 18 years or older, (ii) being familiar with the Dutch language, (iii) being largely/totally responsible for grocery shopping, and (iv) having access to a laptop or computer.

Exclusion criteria

People who do not comply with the inclusion criteria

Study design

Design

Study type:	Interventional
Intervention model:	Parallel
Allocation:	Randomized controlled trial
Masking:	Open (masking not used)
Control:	Active

Recruitment

NL	
Recruitment status:	Pending
Start date (anticipated):	25-05-2020
Enrollment:	375
Type:	Anticipated

IPD sharing statement

Plan to share IPD: Undecided

Ethics review

Positive opinion	
Date:	13-05-2020
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 NL8616

Other The Research Ethics Review Committee (BETHCIE) of the Faculty of Sciences, Vrije Universiteit Amsterdam : 20205

Study results

Summary results

Will follow