

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

Gepubliceerd: 20-06-2018 Laatste bijgewerkt: 13-12-2022

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...

Ethische beoordeling	Positief advies
Status	Werving nog niet gestart
Type aandoening	-
Onderzoekstype	Observationeel onderzoek, zonder invasieve metingen

Samenvatting

ID

NL-OMON20137

Bron

Nationaal Trial Register

Aandoening

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

Ondersteuning

Primaire sponsor: Amsterdam University Medical Centre, location VUmc

Overige ondersteuning: Hartstichting and ZonMW financed the Supreme Nudge project.

Onderzoeksproduct en/of interventie

Uitkomstmaten

Primaire uitkomstmaten

Purchases of healthy foods in grams

Purchases of unhealthy foods in grams

Percentage of healthy foods purchased

Toelichting onderzoek

Achtergrond van het onderzoek

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.

Doel van het onderzoek

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.

Onderzoeksopzet

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

Onderzoeksproduct en/of interventie

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.

Contactpersonen

Publiek

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Wetenschappelijk

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Deelname eisen

Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

Adults (18 years or older)

Dutch speakers

Main shoppers

Belangrijkste redenen om niet deel te kunnen nemen (Exclusiecriteria)

No computer at home

No email address

One person per household

Onderzoeksopzet

Opzet

Type:	Observationeel onderzoek, zonder invasieve metingen
Onderzoeksmodel:	Parallel
Toewijzing:	Gerandomiseerd
Blindering:	Enkelblind
Controle:	N.v.t. / onbekend

Deelname

Nederland	
Status:	Werving nog niet gestart
(Verwachte) startdatum:	01-10-2018
Aantal proefpersonen:	300
Type:	Verwachte startdatum

Voornemen beschikbaar stellen Individuele Patiënten Data (IPD)

Wordt de data na het onderzoek gedeeld: Nog niet bepaald

Ethische beoordeling

Positief advies

Datum: 20-06-2018

Soort: Eerste indiening

Registraties

Opgevolgd door onderstaande (mogelijk meer actuele) registratie

Geen registraties gevonden.

Andere (mogelijk minder actuele) registraties in dit register

Geen registraties gevonden.

In overige registers

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

Resultaten