

The effect of information and pricing interventions for meat on food purchases in a virtual supermarket

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Ethische beoordeling	Positief advies
Status	Werving nog niet gestart
Type aandoening	-
Onderzoekstype	Interventie onderzoek

Samenvatting

ID

NL-OMON25256

Bron

Nationaal Trial Register

Aandoening

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. Furthermore, consumption of red and processed meat is linked to non-communicable diseases such as cardiovascular disease, colorectal cancer and type 2 diabetes. The consumption of less meat has a risk reducing effect on microbial food safety.

Ondersteuning

Primaire sponsor: The National Institute of Public Health and the Environment (RIVM)

Overige ondersteuning: This trial is funded by the Strategic Programme (SPR) of the National Institute of Public Health and the Environment (RIVM).

Onderzoeksproduct en/of interventie

Uitkomstmaten

Primaire uitkomstmaten

Meat purchases per household per week

Toelichting onderzoek

Achtergrond van het onderzoek

Potential demand side food policies aiming at a transition from animal to more plant-based food consumption patterns need to be investigated as such a transition will have consequences for, amongst others, human health, food safety, the environment. Fiscal policies such as meat taxation may be an effective policy option to reduce meat purchases. Current policies for meat reduction objectives are few and mainly of the information type. Therefore, the aim of the present randomized controlled trial is to measure and compare the effect of potential demand side policy options (taxation, information) for meat reduction on consumer purchasing in a virtual supermarket. Participants will be randomly assigned to one of the following conditions: a meat tax condition, an information condition, a combination of a meat tax and information condition, or a control condition.

Doel van het onderzoek

Our hypothesis is that less meat will be purchased in the meat tax condition, the information condition and in the combined condition (tax and information condition) compared to the control condition. We expect the largest reduction in meat purchases in the combined condition, followed by the meat tax condition and the information condition.

Onderzoeksopzet

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

Onderzoeksproduct en/of interventie

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

(i) Meat tax condition. In this condition, the taxation of meat results in an 30% price increase at the consumer/food purchase level. A price increase of 30% for meat through a tax could lead to a net societal benefit for the Netherlands (Broeks, M.J., Biesbroek, S., Over, E.A.B. et al. A social cost-benefit analysis of meat taxation and a fruit and vegetables subsidy for a healthy and sustainable food consumption in the Netherlands. BMC Public Health 20, 643 (2020). <https://doi.org/10.1186/s12889-020-08590-z>). In this condition participants will be

informed about the meat tax to reflect a realistic situation.

(ii) Information condition. In this condition, participants will receive an informative message about the impact of meat consumption on the planet before entering the Virtual Supermarket. Participants are informed to illustrate a informative policy.

(iii) Meat tax and information condition. In this condition, the taxation of meat results in an 30% price increase at the consumer/food purchase level and participants will receive an informative message about the impact of meat consumption on the planet before entering the Virtual Supermarket. In this condition, participants will be informed about the meat tax to reflect a realistic situation.

(iv) 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 sugar-sweetened beverage tax on consumer purchases (NL8616).

Contactpersonen

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Deelname eisen

Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

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.

Belangrijkste redenen om niet deel te kunnen nemen (Exclusiecriteria)

People who do not comply with the inclusion criteria.

Onderzoeksopzet

Opzet

Type:	Interventie onderzoek
Onderzoeksmodel:	Parallel
Toewijzing:	Gerandomiseerd
Blinding:	Open / niet geblindeerd
Controle:	Actieve controle groep

Deelname

Nederland	
Status:	Werving nog niet gestart
(Verwachte) startdatum:	25-05-2020
Aantal proefpersonen:	375
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:	18-05-2020
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	NL8628
Ander register	The Research Ethics Review Committee (BETHCIE) of the Faculty of Sciences, Vrije Universiteit Amsterdam : 20205

Resultaten

Samenvatting resultaten

Will follow