

The influence of different food taxes on food purchases in a virtual supermarket

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The hypothesis is that less calories are purchased in the food tax conditions compared to the control condition

Ethische beoordeling	Niet van toepassing
Status	Werving nog niet gestart
Type aandoening	-
Onderzoekstype	Interventie onderzoek

Samenvatting

ID

NL-OMON28352

Bron

Nationaal Trial Register

Aandoening

Fiscal policies may form a solution in improving dietary intake as prevention strategy for diseases such as obesity, diabetes mellitus type 2 and cardiovascular diseases. This study in a virtual supermarket aims to examine the effectiveness of varying taxing schemes to stimulate healthier food purchases.

Ondersteuning

Primaire sponsor: VU University Amsterdam, The Netherlands

Overige ondersteuning: This work is supported by The Netherlands Organisation for Health Research and Development (ZonMw) as part of the European collaboration 'Determinants of Diet and Physical Activity Knowledge Hub (DEDIPAC)'

Onderzoeksproduct en/of interventie

Uitkomstmaten

Primaire uitkomstmaten

- difference in total calories (kcal) purchased between each tax-condition and the control

condition.

Toelichting onderzoek

Achtergrond van het onderzoek

Research into the effectiveness of pricing interventions and especially tax measures is scarce. Evidence thus far, indicates price as an important factor in food choice. In addition, energy-dense foods tend to be cheaper and more healthful foods tend to be more expensive. Furthermore, the evidence points in the direction of taxing unhealthy foods as a better strategy to limit energy intake than subsidizing healthy food. An RCT will be conducted with 3 different taxing conditions (taxing levels will be set on 25% in all conditions) and a control group will be conducted.

Doel van het onderzoek

The hypothesis is that less calories are purchased in the food tax conditions compared to the control condition

Onderzoeksopzet

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

Onderzoeksproduct en/of interventie

Three tax-conditions (1) sugar-tax, 2) saturated fat-tax and 3) nutrient profiling-tax) increasing the price of relevant food products with 25%, compared to a control condition (no increase in price) in a virtual supermarket. The Virtual Supermarket is a Dutch-developed three-dimensional software application in which study participants can shop in a manner comparable to a real supermarket.

Contactpersonen

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Wetenschappelijk

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Deelname eisen

Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

Inclusion criteria are: I) adults (18+ yr.) who regularly purchase foods in a supermarket, ii) sufficient knowledge of the Dutch language, III) access to computer + internet

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:	Enkelblind
Controle:	Geneesmiddel

Deelname

Nederland	
Status:	Werving nog niet gestart
(Verwachte) startdatum:	15-12-2014
Aantal proefpersonen:	700
Type:	Verwachte startdatum

Ethische beoordeling

Niet van toepassing	
Soort:	Niet van toepassing

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	NL4851
NTR-old	NTR4967
Ander register	21108 : 21108

Resultaten

Samenvatting resultaten

will follow