

PRIMEMEAL USING CONSUMER PSYCHOLOGY TO PROMOTE HEALTHIER MEAL CHOICES

ANA ISABEL COSTA & CLÁUDIA SIMÃO

CATÓLICA-LISBON School of Business & Economics
Universidade Católica Portuguesa

- **Obesity epidemic**

- › Related to individuals' failure to control their food intake amidst an increasingly “obesogenic” environment

- **Self-regulation**

- › Psychological processes enabling people to alter or override their immediate responses to internal or external cues, in order to keep in line with long-term goals



- **How to help people shift focus from:**

- › Instant reward to instant restraint?
- › Long-term losses to long-term gains?

- **How to help people exercise self-control over time?**

- › Increase willpower (*motivational*) → GOAL-SETTING
- › Preserve willpower (*volitional*) → GOAL-STRIVING
- › Preserve willpower (*involuntary*) → NUDGING

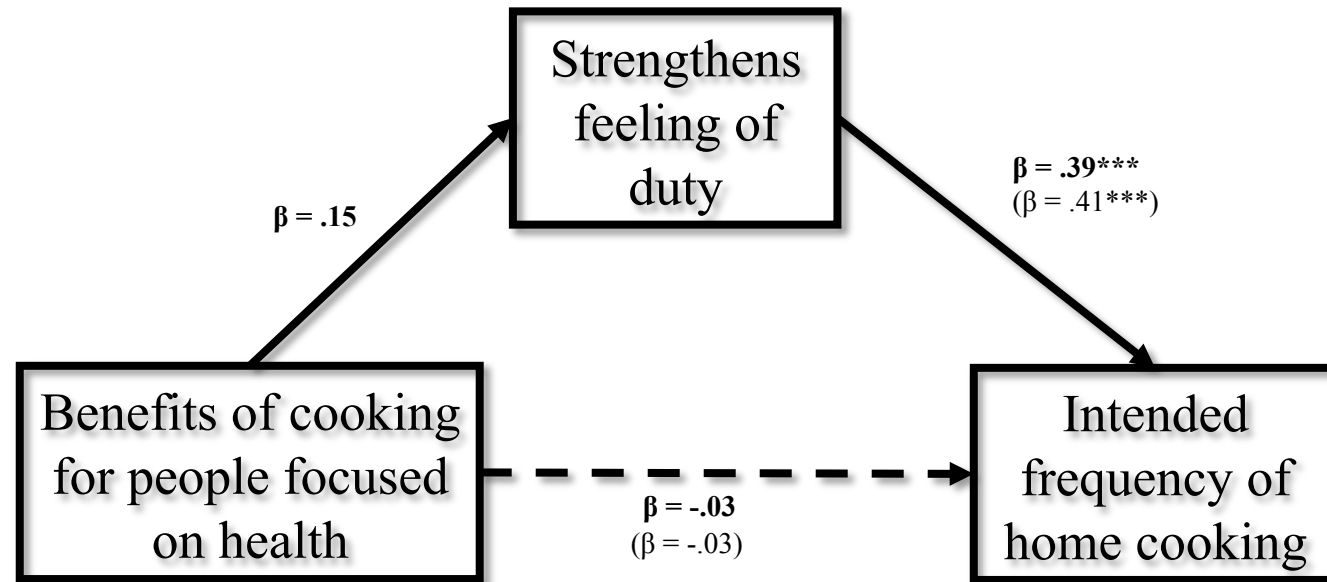
- **Aims**

- › Investigate the relative efficacy of consumers' motivational, volitional and involuntary self-regulatory responses in promoting healthy meal choices
- › Contribute to the design of social marketing messages and public health policy that successfully stimulate healthy diets

- **Tasks**

1. Leveraging personal norms to promote home cooking *2016*
2. Prospecting and automating grocery shopping *2017*
3. Facilitating smart meal choices away from home *2018*

Leveraging personal norms to promote home cooking



Findings (1 survey + 6 experiments, n = 1235):

› Personal norms (*i.e.*, strong feelings of duty or moral obligation) about home cooking can be activated by promotional messages about the benefits of this activity



Appetite

Volume 101, 1 June 2016, Page 218

Exploiting the self-regulatory power of normative influences on healthy eating: the role of personal norms about meal preparation

A.I. de Almeida Costa



Ana Isabel A. Costa & Cláudia Simão (2018). Off the couch, into the kitchen: leveraging personal norms to promote home cooking and healthy eating. In preparation for submission to *Journal of Consumer Psychology*

› Once activated, they increase intention to cook meals at home more often and consumers' willingness to pay for cooking classes and organic fruits and vegetables

Broader contributions

- › To public health professionals:
Integrating message content (behavior outcomes and goals) with targeting (individual characteristics) is key to the success of health promotion campaigns
- › *Mismatches between message framing and target's features can actually backfire and deter from the desired behavioral change*



Prospecting and automating grocery shopping



Findings (1 field + 2 experiments, n = 573):

› Shopping list use leads to less unplanned purchases by lowering exploratory shopping and buying activities

› It reinforces store trip focus by allowing consumers to check the fulfilment of shopping goals and plans, and in this way stimulating cognitive closure

› Behavioural self-regulation by list use is more effective when shoppers have short-term, well define goals

EMAC
2018

MAY 29-JUNE 1
UNIVERSITY OF STRATHCLYDE,
GLASGOW, UK

Running Errands: Shopping Lists Control Unplanned Buying by Decreasing Exploratory Purchases and Stimulating Cognitive Closure

Ana Isabel Almeida Costa*, Catholic University of Portugal

Cláudia Simão, Católica-Lisbon School of Business and Economics

Amparo Ruiz-Tagle, Católica-Lisbon School of Business and Economics

Ana Isabel A. Costa, Cláudia Simão & Amparo Ruíz-Tagle (2019). Running errands: shopping list use and unplanned buying in grocery stores. In preparation for submission to *Journal of Consumer Psychology*.

CONSUMER RESPONSE TO THE
EVOLVING RETAILING LANDSCAPE

June 22-23, 2017

Wharton School (3730

Walnut Street, Philadelphia,
PA)



Baker
Retailing Center

Prospecting, Planning and Automating Healthy Grocery Shopping

Ana Isabel Costa, Invited Assistant Professor, Católica Lisbon School of Business & Economics

Cláudia Simão*, Post-Doctoral Researcher, Católica Lisbon School of Business & Economics

Broader contributions

- › To nutrition & dietetics professionals:

Grocery shopping lists help consumers stay focused on personal goals (e.g. healthy diet, meal planning) and on track to achieve them

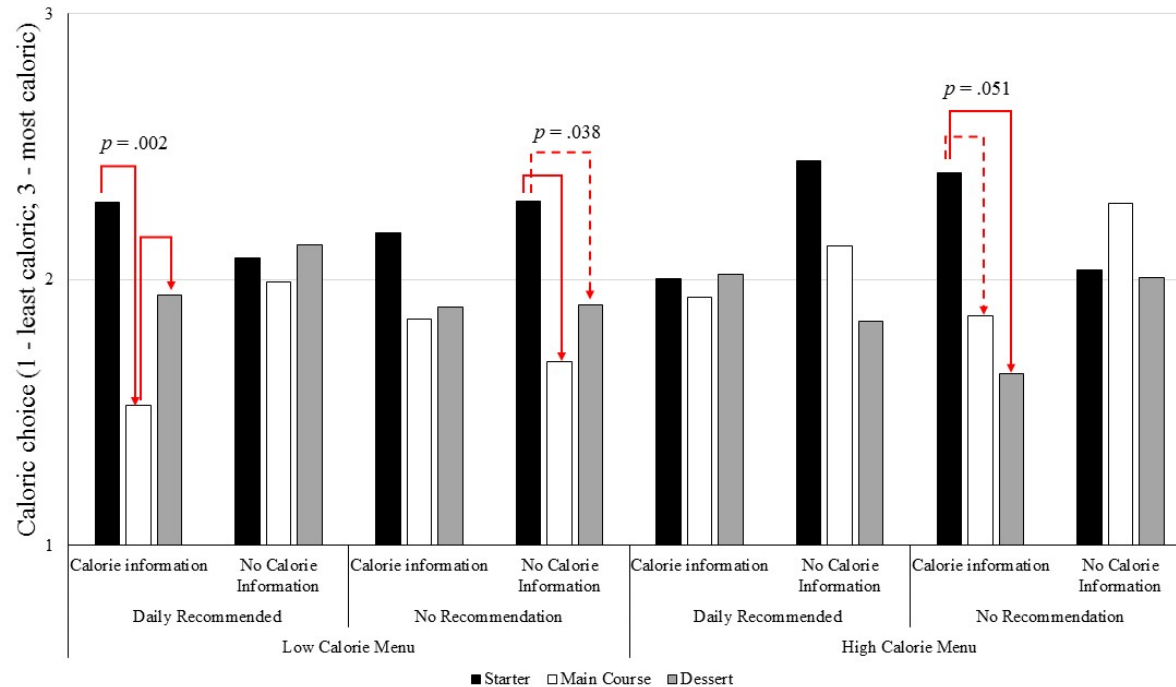


- › To grocery store & brand managers: *(Digital) shopping list use by consumers can be leveraged to make more timely and appropriate suggestions during store trips*

Facilitating smart meal choices away from home

Findings (1 survey + 2 experiments, n = 1318):

- › Calorie information displayed on menus act as a regulator on food choices forcing individuals to integrate health attributes when making food choices
- › Directing attentional focus to health aspects of food makes individuals more responsive to health attributes and less responsive to taste attributes



Broader contributions

- › Public health & nutrition professionals:

Unhealthy behavioural pattern is modifiable by manipulation of external cues associated to health, such as calorie information



- › Food service operators: *Redefine national public policies for menu design, e.g., full disclosure of calorie information help people to regulate their food choices in a smarter and healthier form*

What's next?

E-PRIMEMEAL

- **Aims**

- › Investigate the effectiveness of digitally-mediated behavioral changes in promoting consumers' self-regulation of healthy food shopping and meal preparation habits.
- › Develop and validate a set of engaging mobile app functionalities based on tested behavioral change techniques, to stimulate healthy eating among different consumer groups.

- **Tasks**

1. Meta-analysis of the effects of meal-focused, digitally-mediated behavioral change interventions on diet and health outcomes *2018*
2. Design, development and testing of app functionalities *2019*
3. Cross-cultural app implementation *2020*

Ana Isabel A. Costa, Julia Wolfson, Cláudia Simão, Leslie Cunningham-Sabo, Klazine van der Horst & Xavier Alliot (2019). A meta-analysis of the effects of cooking interventions on diet and health. In preparation for submission to *Social Sciences & Medicine*.

Thank you for your attention!

csimao@ucp.pt & anacosta@ucp.pt

Come visit us at:

<https://sites.google.com/view/primemealproject>

And join us at the 3rd Cook & Health Symposium in Lisbon, 17-19 Oct 19!