

MARKETING COLLOQUIA

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

BEHAVIORAL INTERVENTIONS TO PROMOTE HEALTHIER EATING

ABSTRACT: This talk demonstrates how insights from judgment and decision making can promote consumer self-control without restricting freedom of choice. In this presentation, I describe a series of studies in which my colleagues and I encourage consumers to select meals in advance rather than at lunchtime, taking advantage of the improved self-control that is thought to accompany decisions about the future. In a university study and two field studies at an employee cafeteria, we examine how time delays between placing a lunch order and picking it up affect the calorie content of that lunch. Then, I describe a second project that leverages this partnership with the same employee cafeteria to test whether making health information salient via the provision of calorie information at the point of purchase might reduce the calorie content of online lunch orders. We compare numeric calorie labels to traffic light calorie labels, and additionally explore how the patterns of results differ for each label format based on individual characteristics of the consumer, such as body mass or numeracy.