

# MARKETING COLLOQUIA

Spring 2025 - Abstract

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

## HOW CHOICE ENVIRONMENTS CUE HEALTHY BEHAVIORS

The current research demonstrates that the structure of everyday choice environments can subtly communicate social norms. When choice environments position one option to be more accessible, consumers infer that choosing that option is more normative. Accordingly, the mere design of an environment can serve as a novel tool for shifting consumers' perceptions of social norms, in turn influencing behavior. Seven preregistered experiments, including two in the field, document these findings in the context of health and well-being. This framework also suggests that environments can signal broader information about the community and help explain when and among whom common interventions may be more (or less) effective. Specifically, consumers are less influenced by the design of a choice environment if given non-norm-related reasons for it or if they care less about fitting in. This work provides a novel perspective on how environments shape behavior and outlines critical implications for environmental design choices.