

Using loyalty points to encourage healthy food choices in online shopping

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Why does this research matter?

Health problems, for example, **Metabolic syndrome incidence (MetS)**, including visceral obesity, high blood sugar, hypertension, and so on are prevalent in Canada.

According to Chronic Diseases and Injuries in Canada (2014), nearly **1 in 5** Canadian adults meet the diagnosis of MetS, resulting in financial costs.

One reason that leads to the health crisis is **the acceptance of “healthier” food.**

The federal government is making improvements to the **nutrition facts table** and list of ingredients on **food labels.**

However, the current measures **are not applicable to all categories.**

New Label / What's Different?

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories 230	
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Servings: larger, bolder type

Serving sizes updated

Calories: larger type

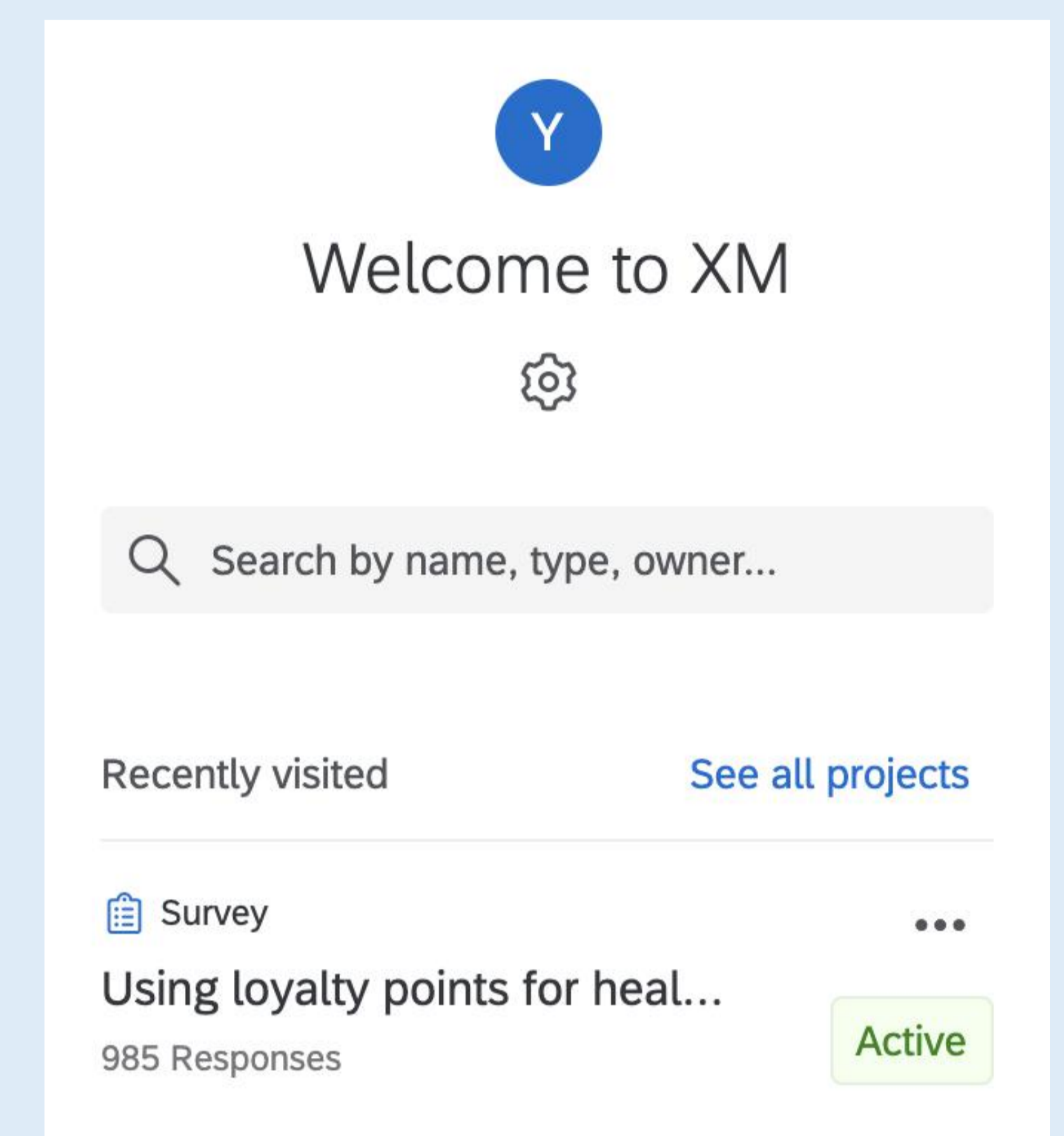
Daily Values Updated

New: added sugars

Change in some nutrients required

Actual amounts declared

New footnote



Research questions

- (1) How does **'low-in' attribute** influence consumers' willingness-to-pay (WTP) for 'low-in' products?
- (2) What is the impact of **loyalty points** on consumers' WTP for 'low-in' products?
- (3) How does **information treatment** on 'low-in' products affect the impact of loyalty points on consumers' WTP? For example, if the consumers are told that products are given more loyalty points because they are healthier, will they be more willing to purchase the 'low-in' products?
- (4) Will the loyalty points **work differently on different food categories** (deemed unhealthy vs. ambiguously healthy food categories)?

Experimental design

- (1) **Yogurt & microwave popcorn** (ambiguously healthy and deemed unhealthy)
- (2) **Qualtrics** recruit participants (in process)
- (3) **1 control group & 2 treatment groups**
treatment 1: loyalty points
treatment 2: loyalty points + information treatment

Policy implications

Provide references for healthy eating policys' improvement.

Contributions

- (1) The study will contribute to a better understanding of **the effects of loyalty points on consumer decision** making and behaviors given the following features that differentiate our study from previous studies
- (2) a comprehensive data set that combines **diverse information** including consumer choices sets based on both microwave popcorn and yogurt (deemed unhealthy vs. ambiguously healthy), as well as information from **a comprehensive exit survey** including socio-demographic variables, grocery shopping habits, self-health situation, etc.
- (3) Our study provides insights into the effectiveness of loyalty points across **socio-demographic groups and types of products.**

