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Designing with the grain of human behaviour: nudging healthier choices

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Recommendations

Industry-Researcher Collaborations



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Principles

Ambitious scope

- Powerful interventions that can improve the nutritional quality of entire purchase baskets.
- Long-term view, to examine repeat-purchases (at least 2 months).

Clear governance

- Researchers have final say over inclusion of products, interventions, analyses, and writing.
- Company can remain anonymous.
- No direct funding of researchers. Use consortium model.

Consider the end customers

- Support?
- Perception?

Practice

Secure involvement of key people

- Top management.
- Data security officer.

Get involved from the start

- Pre-register design and performance metrics.
- Co-create interventions: Combo deals.
- Explain the merits of reductionist approach (vs. "firing on all cannons").

Mix nutrition, attitudinal and behavioral data

- Purchase data
- Nutrition profile data
- Attitudinal data, to measure recall and evaluation of interventions.

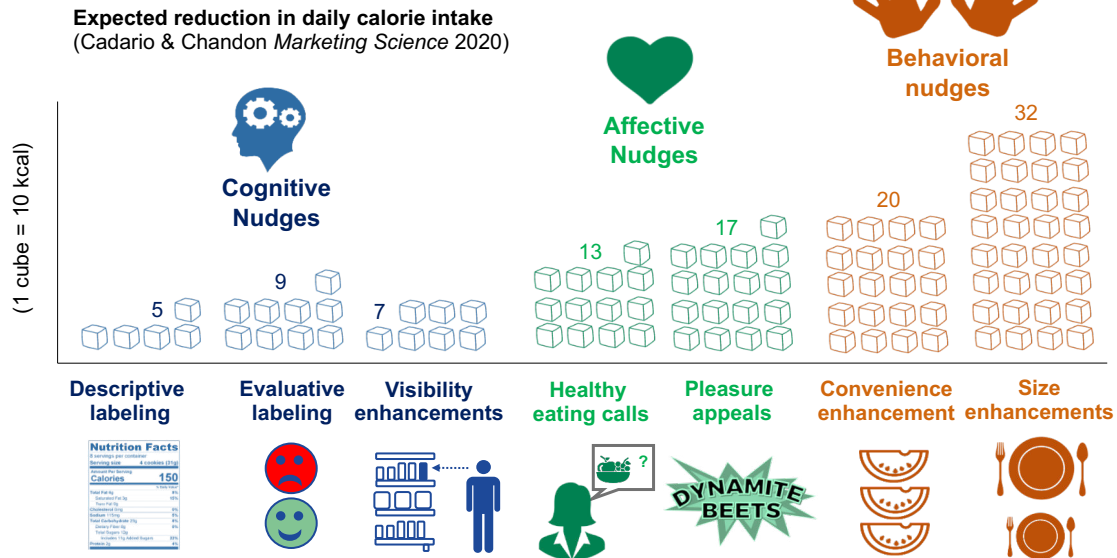
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Meta-analysis of healthy eating nudges in field experiments (k=299)

Hands above Hearts, above Minds



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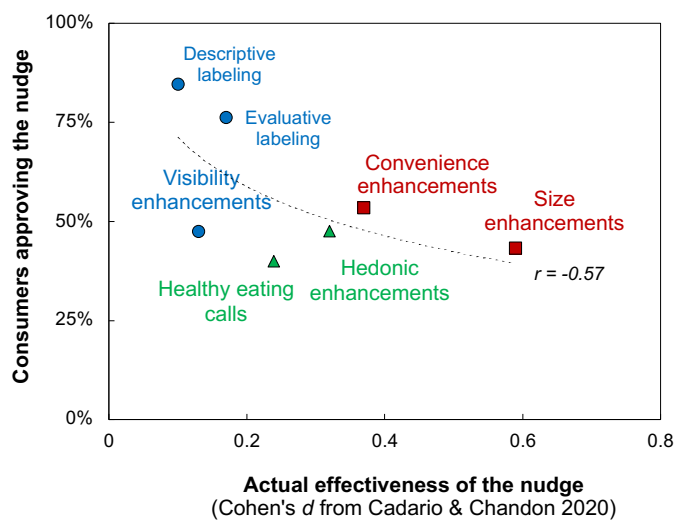
Why not stop there?

Consumer Acceptance of Nudges



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To be implemented in the real world, nudges need to be accepted by citizens.



Cadario & Chandon 2019 *Food Policy*

- Only moderate acceptance of the 7 healthy eating nudges:
 - 64% (women)
 - 52% (men).
- Acceptance is inversely related to *actual* nudge effectiveness.
- Only 43% acceptance for the best nudge (portion size changes).
- But acceptance is positive correlated with
 - *Perceived nudge* effectiveness
 - Expected benefits for *both* health and business.

Need to listen and to frame nudges appropriately.

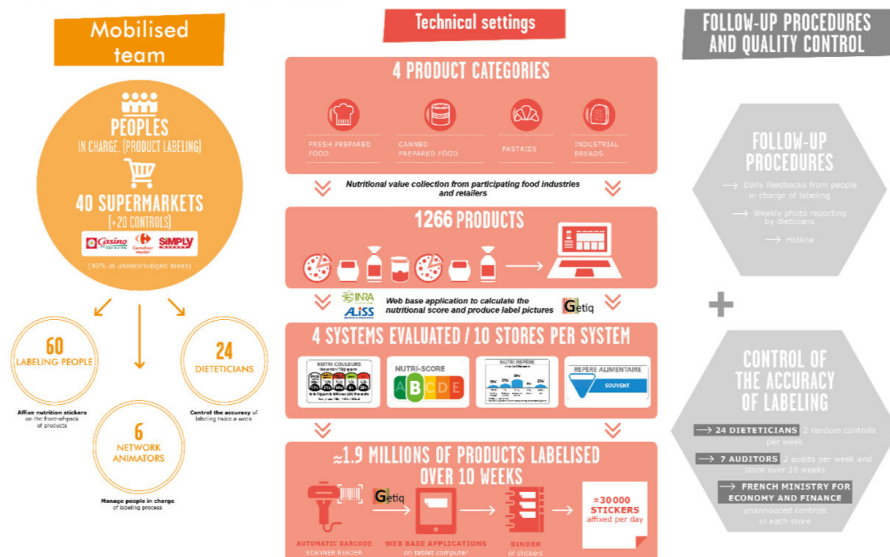
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Nutrition labelling Effects of F-O-P Simplified Nutrition Labels



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Dubois, Pierre, **Paulo Albuquerque**, Olivier Allais, Céline Bonnet, Patrice Bertail, Pierre Combris, Saadi Lahlou, Natalie Rigal, Bernard Ruffieux, and **Pierre Chandon** (2020), "Effects of Front-of-pack Labels on the Nutritional Quality of Supermarket Food Purchases: Evidence from a Large-Scale Randomized Controlled Trial," *Journal of the Academy of Marketing Science* doi.org/10.1007/s11747-020-00723-5



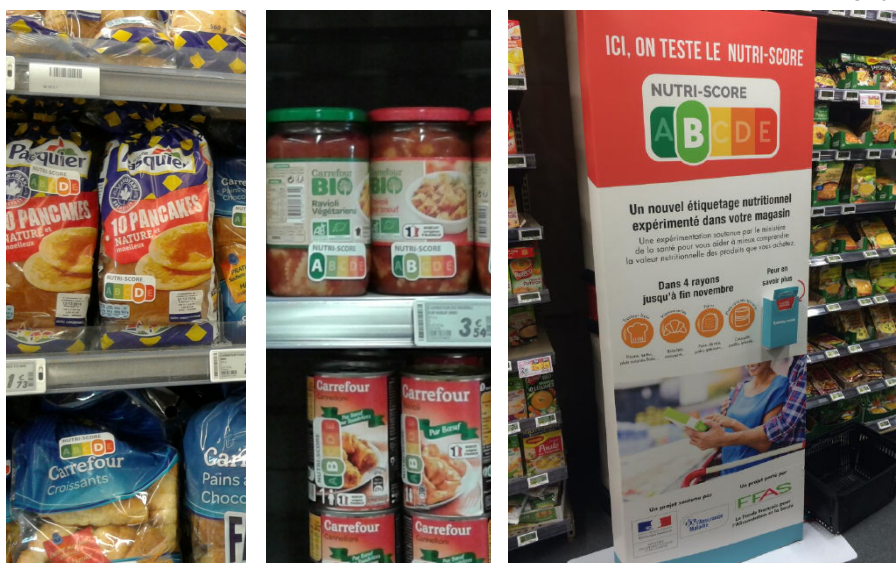
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Nutrition labelling Effects of 4 Front-of-pack Labels on the Nutritional Quality of Supermarket Food Purchases, JAMS (2021)



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Randomized controlled trial
160 supermarkets
10 weeks
4 categories
1,266 products
1.9m stickers
1.6m purchases
€2m budget



Dubois, Chandon / JAMS (2021)
doi.org/10.1007/s11747-020-00723-5

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Nutrition labelling

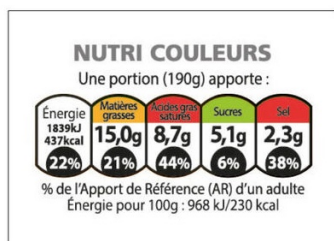
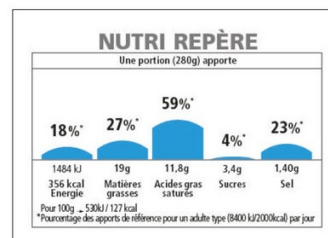
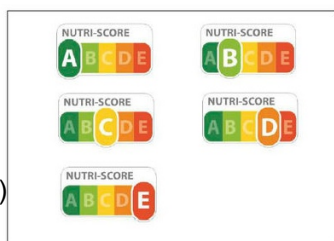
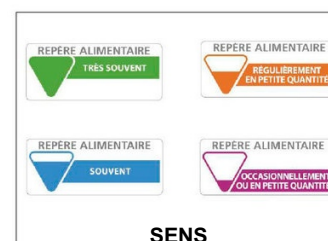
Effects of 4 Front-of-pack Labels on the Nutritional Quality of Supermarket Food Purchases, JAMS (2020)



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Test of 2 established labels

And 2 new labels

Analytic
(nutrient-specific)Based on British
Multiple Traffic
Light SystemSummary
(uni-dimensional)Based on FSA
nutrient profiling
system

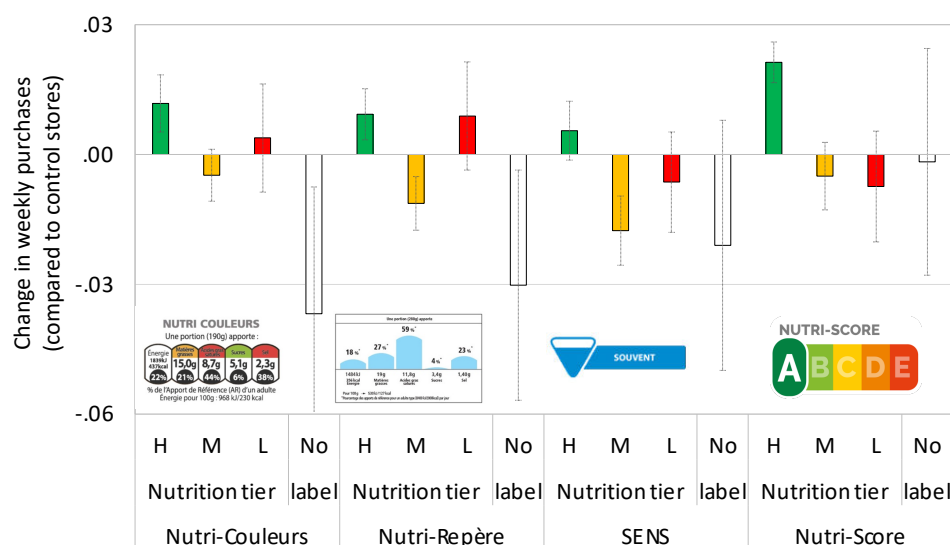
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Nutrition labelling

Labels Help “Good” Foods, Have No Effect on “Bad” Foods, Unreliable Effects on Unlabeled Foods



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Nutri-Score wins:

- Largest positive effect on good food
- Largest negative effect on bad food
- No effect on unlabelled food

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Nutrition labelling

The Disappointingly Modest Effects of Simplified Nutrition Labels in Real Life



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Comparison with lab results

- High-quality lab incentive-compatible study (Crossetto et al. 2020)
- Two consecutive “shopping trips” from paper catalogues, one with and one without labels.
- Same labels, same DV, same DID method.

Good news

- Same ordering of labels

Bad news

- Effect sizes were, on average, 17 times smaller in the field than in the lab.
- Effect sizes of best label, Nutri-Score, were 18.6 times smaller in the field than in the lab.

