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The use of food swaps to encourage healthier online food choices

Submission date
02/09/2021

Recruitment status
No longer recruiting

Registration date
02/09/2021

Overall study status
Completed

Last Edited
09/09/2022

Condition category
Other

[_] Prospectively registered
[X] Protocol
[_] Statistical analysis plan
[X] Results
[_] Individual participant data

Plain English summary of protocol
Background and study aims
Nowadays, increasingly more people face health issues and the online store environment offers opportunities to decrease those health issues by promoting healthy food choices. This study assesses the effect of a swap offer, Nutri-Score labelling, and a descriptive norm message on the nutrient profiling (NP) score of food choices in an online food basket.

Who can participate?
Everyone older than 18 years and currently living in the Netherlands.

What does the study involve?
Completing one questionnaire on grocery choices and several background questions.

What are the possible benefits and risks of participating?
Benefits include enhanced knowledge and understanding of choosing healthy groceries in the online store environment. There are no foreseen risks of this study.

Where is the study run from?
Wageningen University (Netherlands)

When is the study starting and how long is it expected to run for?
April 2020 to May 2020

Who is funding the study?
Wageningen School of Social Sciences (WASS) from Wageningen University & Research and The Dutch 4TU Federation through the Pride and Prejudice project.

Who is the main contact?
Laura Jansen, laura1.jansen@wur.nl

Contact information

Type(s)

Scientific

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Study information

Scientific Title
The use of food swaps, Nutri-Score labelling and a norm message to encourage healthier online food choices among grocery shoppers

Acronym
SWAP

Study objectives
Providing a swap offer, Nutri-Score label or a descriptive norm message will reduce the Nutrient Profiling (NP) score of food choices.
Moreover, the study explores whether the effect of the interventions on NP score is mediated by ease of identifying the healthy food option and situational motivation to choose healthy, as well as whether the effect is moderated by a person's health interest.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Approved 21/04/2020, Social Sciences Ethics Committee (SEC, Hollandseweg 1, 6706KN Wageningen, The Netherlands; +31 (0)317 484 334; esther.roquas@wur.nl), ref: none

Primary study design
Interventional

Study design
Single centre interventional double-blinded randomized controlled trial

Study type(s)
Other

Health condition(s) or problem(s) studied
Improvement of healthiness score of groceries purchased

Interventions
An online questionnaire will be hosted via Qualtrics. A link will take participants to the survey where they can read the Participant Information Sheet, providing their agreement/consent to participate and answer the questions. The questionnaire is anonymous and will take approximately 5 to 10 minutes to complete.

The questionnaire includes basic background data (age, gender, country of living, education and household composition) and a series of questions where participants will be asked to choose their preferred grocery item. Respondents will be shown six products for four different categories (breakfast cereals, muesli bars, crackers and pizza) separately. Interventions are Nutri-Score labelling, a swap offer and a norm message. Nutri-Score label is shown by displaying the corresponding Nutri-Score label alongside each product. In the swap offer condition, participants receive an alternative, healthier product recommendation if they do not choose the healthiest option from the product assortment. In the norm message condition, a norm about grocery shopping habits of Dutch consumers will be shown.
Randomization will be on a 1:1:1:1:1:1:1:1 basis, using computerized random number generation. Intervention allocation will be concealed from researchers until after completion of the experiment, as participants are automatically randomized without human involvement.

Intervention Type
Behavioural

Primary outcome(s)
Combined nutrient profiling score is measured using the summated NP score of the chosen products of each of the four categories. The summated NP score ranges from -6 to +58. The lower the score, the better the product healthfulness. Measured at a single time point.

Key secondary outcome(s)
There are no secondary outcome measures

Completion date
16/05/2020

Eligibility

Key inclusion criteria
Participants are eligible if they live in the Netherlands, are older than 18 years, are able to read Dutch, and are willing to provide information.

Participant type(s)
All

Healthy volunteers allowed
No

Age group
Adult

Lower age limit
18 Years

Sex
All

Total final enrolment
550

Key exclusion criteria
Individuals who are aged 18 years or younger and not able to read Dutch.

Date of first enrolment
08/05/2020

Date of final enrolment
16/05/2020

Locations

Countries of recruitment
Netherlands

Study participating centre
Online study
Netherlands
-

Sponsor information

Organisation
Wageningen University & Research

ROR
https://ror.org/04qw24q55

Funder(s)

Funder type
University/education

Funder Name
Wageningen School of Social Sciences

Funder Name
The Dutch 4TU Federation

Results and Publications

Individual participant data (IPD) sharing plan
The datasets generated during and/or analysed during the current study will be stored in a publically available repository. Data will be available on Zenodo after publication; Laura Jansen, Ellen Van Loo, & Ellen van Kleef. (2020). The use of food swaps to encourage healthier online food choices [Data set]. Zenodo. https://doi.org/10.5281/zenodo.4309693
The raw dataset of the manuscript will be shared here and this data will become available after publication. Publication on Zenodo is without an end date so it will be published indefinitely. Consent from participants was obtained and the data is anonymous, so the data will be available without any restriction on data access. The data will be publicly available on Zenodo once the manuscript is published.

IPD sharing plan summary
Stored in repository

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article		04/12/2021	06/12/2021	Yes	No
Participant information sheet			02/09/2021	No	Yes
Protocol file		09/09/2022	09/09/2022	No	No