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27. October 2021



UNIVERSITY OF COPENHAGEN

Nudging consumers in supermarkets to reduce food waste at home

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Project funded by the Swedish Food Agency

Can multibuy offers affect household food waste?



Do consumers make rational decisions when shopping?

System 1

- Fast
- Automatic
- Subconscious
- Easy
- Emotional



System 2

- Slow
- Reflecting
- Self-aware
- Deductive
- Logical



Same!

2 för
30 kr

Ord. pris 15.95 kr

1 för
15 kr

Ord. pris 15.95 kr



Different!

Design – Supermarket Offers



2 för
30 kr
Ord. pris 15.95 kr



2 för
30 kr
Ord. pris 15.95 kr

Jag följer gärna med dig hem om jag blir uppfärd. ☺



2 för
30 kr
Ord. pris 15.95 kr

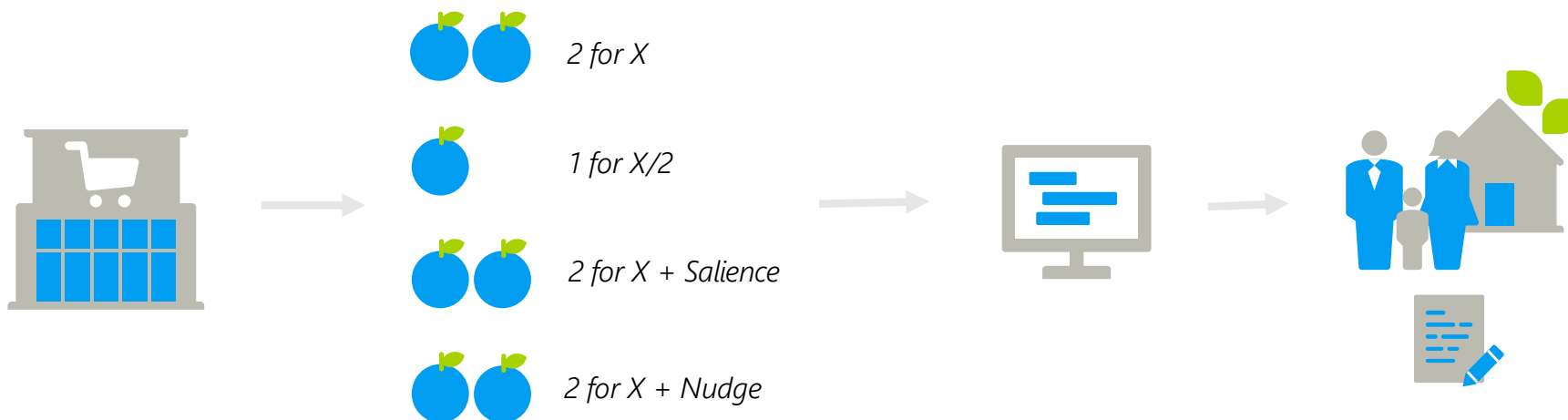


1 för
15 kr
Ord. pris 15.95 kr

Design – Supermarket Offers



Design – Overview



8 stores chose to participate
2 stores with 2 products

We randomly assign 2
treatments to each store for 2
weeks

We evaluate the difference in
sales

Outcome 1 = Sales

Customers can opt-in to fill
out a survey online

Outcome 2 = Reported Food
Waste

Tips!

Få 100:- rabatt!
- scanna QR-koden via din
mobilkamera och svara på en 2
minuters-enkät

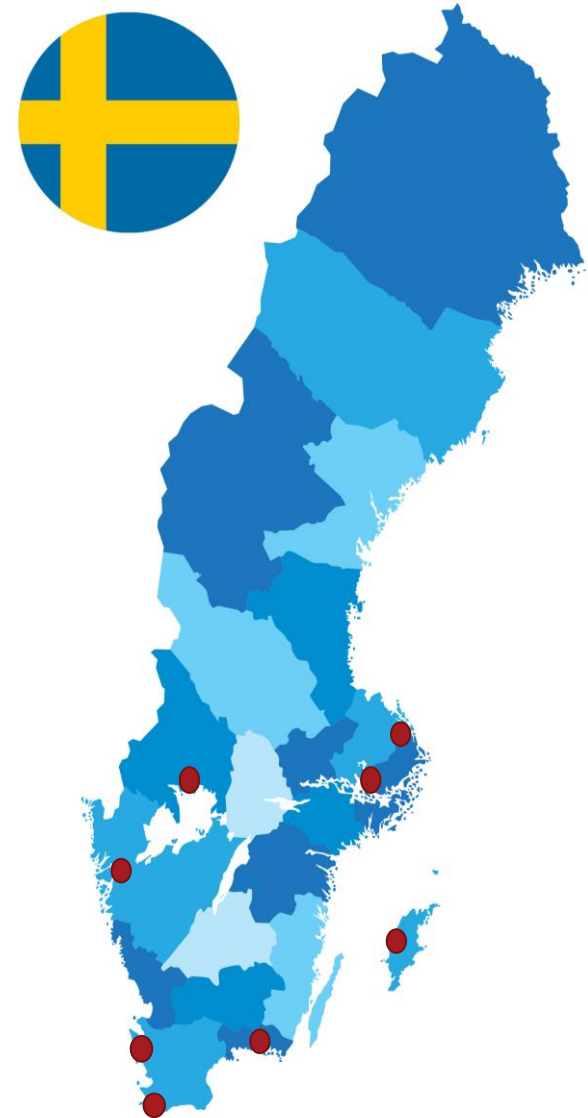
Skanna QR-koden eller skriv in
länken nedan för att registrera
din e-postadress



Länk: www.bit.ly/2WF8tlu

Design – The supermarkets

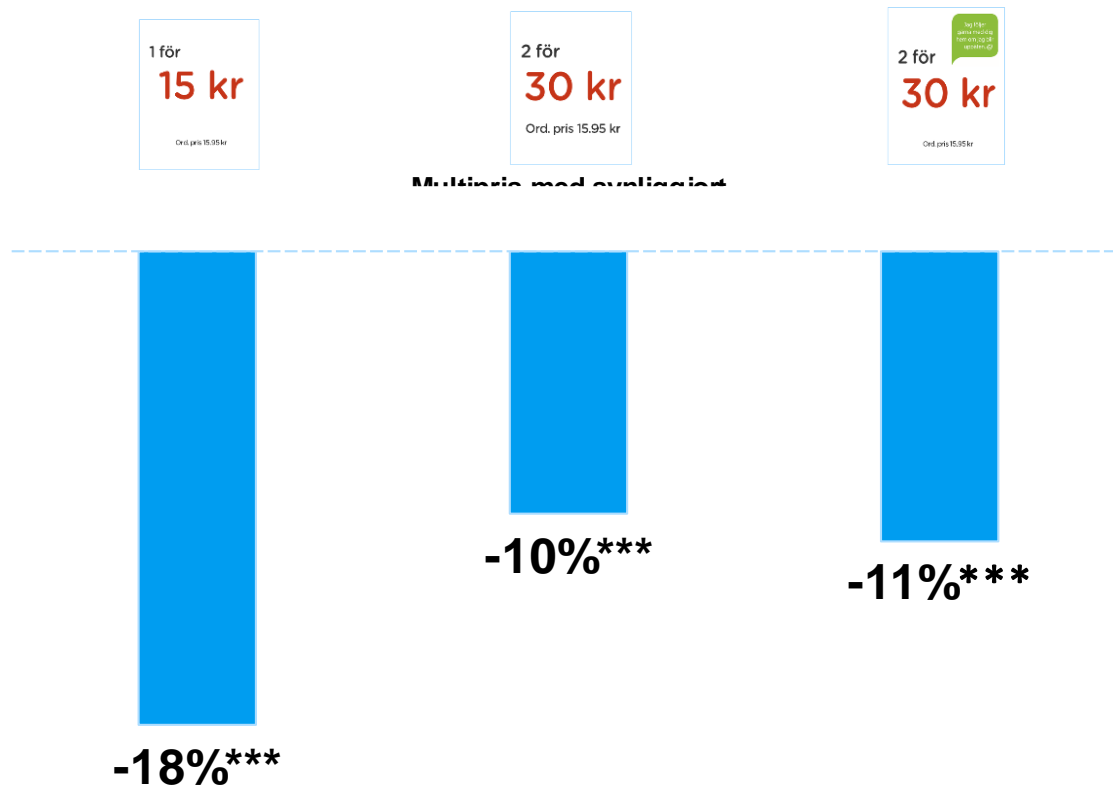
- We collaborated with 8 supermarkets across Sweden
- The highest population density is in the south -> good representativeness
- 4 supermarkets were bigger markets outside of the city
- 4 smaller and inside cities



Results – Store Data

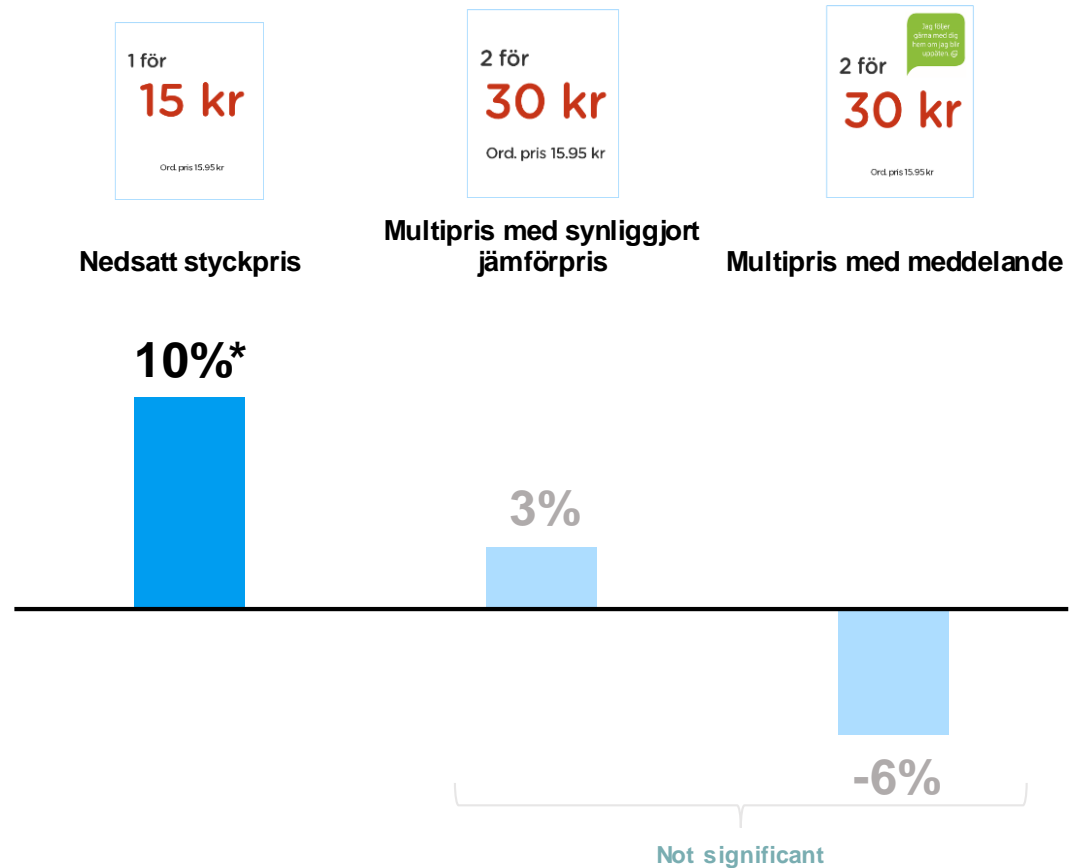
All signs led to a reduction in sales compared to the basic multiprice offer

10-18 percent less compared to the control group



Results – Survey Data

Simple discount led to a reduction in food not eaten compared to the control



Results – Additional findings



Making the comparison price more salient increased the sales of ecological products by 27%.



Consumers who say that they often throw out food were more likely to have discarded the products.

Summary



Multiprice offers can nudge consumers to buy more than they need



Interventions that get consumers to wait and think before buying can help reduce household food waste



Making the savings salient can increase the sale of more expensive, organic products

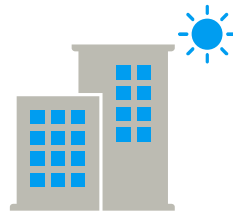


Even though consumers know that they often buy too much, knowledge alone is not enough to change behavior

What does this mean for policy makers?



Behavioral economics can help understand decision making and is relevant when designing interventions



Using randomized controlled trials gives us insights into actual behavior change, especially if shoppers are unaware about how they are being influenced



Our findings can be implemented in practice through legislation to have an effect on food waste without hurting consumers