

WIC Product Bundling to Reduce Health Inequities for Women and Children

Client: Robert Wood Johnson Foundation

Overview

Insight is supporting the Robert Wood Johnson Foundation in its overarching goal of ensuring everyone in America has a fair and just opportunity for health and well-being. This project examines the feasibility of using bundling to improve the experiences of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) shopper and increase total WIC purchasing. Bundling is an applied behavioral economics principle that can encourage the purchase of a set of items by presenting them as a unit. Bundling has been shown to reduce cognitive effort and save in decision time.

This study employs a three-condition stepped research design. Over the course of

6 months, WIC participants are exposed to three intervention conditions in sequence: (1) promotion of selected WIC products to participants, (2) promotion of bundling of selected WIC products with a free recipe and advertised (promotion and bundling), and (3) bundling only. Recipes and bundles were developed based on input from a panel of current WIC participants. Specifically for this work, Insight will—

- Estimate the effect of the bundling conditions (bundling only versus bundling plus promotion) on purchasing of promoted items and store purchases using WIC benefits (using store-level data).
- Determine how the bundling conditions affect shopping satisfaction and benefit redemption rates (using participant-level data).
- Determine the most feasible and acceptable intervention condition (using qualitative data from study participants and interviews with store staff).

Products

Peer-reviewed journal articles; presentations at national scientific conferences

