

Same Great Taste: How Advertising Influences the Food Choices Made By Consumers

This project will examine how food consumption by individual consumers is influenced by advertising and the media; how information economics can alter the choices a consumer makes, even against their own best interest. It observes how consumers purchase food products based on information presented by marketers and how healthy options are only one of many factors in making those choices, including, but not limited to, appearance, taste, value, prestige, and fun. By identifying how advertising messages can affect consumer choices, nutritionists, doctors, and public health officials can create alternative messages to influence consumers to making healthier choices.