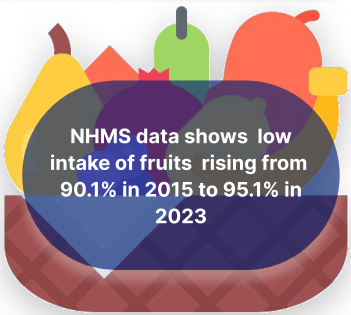
USING CHOICE ARCHITECTURE TO PROMOTE FRUITS CONSUMPTION AMONG OFFICE WORKERS

Background

Fruit consumption remains below recommended levels globally, including in Malaysia. Despite the guideline of five servings per day, National Health and Morbidity Survey data shows persistently low intake among Malaysian adults rising from 90.1% in 2015 to 95.1% in 2023 .

Objective

This study aimed to assess the effectiveness of choice architecture combined with four nudge strategies that is accessibility, negative framing, positive framing and social norms with verbal prompts in promoting fruit consumption among office workers in a cafeteria .



Baseline
Pre-Intervention

Weekly fruit sales averaged **RM337**.

Week 1
Accessibility

Fruits sales rose to **RM790**.

Week 2
+ Positive Framing

Weekly sales were **RM529**.

Week 3
+ Negative Framing

Weekly sales were **RM694**.

Week 4
+ Social Norms & Verbal Prompts

Sales boosted to **RM982**.

Week 5
Washout

Sales held at **RM713**

Results

All interventions resulted in increased fruit sales compared to the baseline, indicating that both accessibility and behavioural messaging had a positive impact. The highest increase was observed in Week 4, with sales rising by 191.5% following the introduction of social norms messaging and verbal prompts from the cashier suggesting a strong influence of verbal prompt and interpersonal interaction on purchasing behaviour

Conclusion

Automatic, non-conscious decision-making can be steered toward optimal outcomes through choice architecture, without being inherently biased toward unhealthy options. Public eating environments have been recognised as strategic settings for health promotion, with choice architecture and nudging emerged as a promising approach

A project by the Behavioural Insights Unit, Institute for Health Behavioural Research (IHBR)