

Impact of Obesity Policy Perceptions on Firms' Marketing Outcomes

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Abstract

Obesity is a major public health concern in many countries. Regulators have introduced new policies or modified existing policies to curb the obesity epidemic. Firms have also tried to tackle obesity issues using different strategies. Further, consumers are increasingly becoming more health conscious. Given that the effect of policies could be different for firms of different sizes, competitive intensity, and different revenues, in this paper, we are interested in variation in perceptions across managers from different firms. We collected data from 175 managers in the food and beverages industries on their perceptions of changes in regulatory policies, firms' health-focused strategies, and perceptions on the nearest competitor's strategies. Our analysis suggests that the size of the firm and the competitive intensity in the product category moderates the effect of policy perceptions and firm strategies on profitability, marketing expenses, and long-term product development.

Subject Areas: *Marketing Strategy, Public Policy*

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