

# The Impact of Food Recommendation Based on Nutritional Claims vs. Social Cues on Consumers' Food Choices

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## **Abstract**

Research has shown that consumers respond more favourably to product recommendation that is based on social cues than product attributes. It is unclear whether this result applies to the context of food recommendation, considering that some grocery platforms make food recommendations based on social cues. The results of the present research show that consumers' purchase intention is higher for recommendation based on nutritional claim (i.e., product attributes) than what similar customers are buying (i.e., social cues). This is due to the higher diagnostic value of recommendation based on nutritional claims that makes it more helpful for consumers. This result holds even when the overall nutrition score for items in consumers' shopping cart is "high" and when healthiness of the food item is perceived as non-ambiguous, but both recommendation by nutritional claims and what similar customers are buying are equally effective when the healthiness of food item is perceived as ambiguous.

*Keywords: Food recommendation, nutritional claims, social cues*

*Track: Consumer Behaviour*