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Health Information and Consumer Learning in the Bottled Water Market

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Highlights

- We examine the impact of health information in different media outlets on bottled water consumption through consumer learning.
- We develop a random coefficient discrete choice model with Bayesian learning process to capture consumers' learning of health information and changes in their beverage choices over time.
- Consumers are assumed to have initial prior beliefs about the health effect of different beverages and to update their beliefs using health information received from different media.
- Consumers do learn overtime and information from the traditional media (newspapers and magazines) is more informative than social media (online blogs).
- The perceived quality of bottled water kept increasing during our sample period, and this learning process accounted for 24.44% of the industry's revenue, which is about 4.8 billion dollars per year.
- Simulation results suggest that a health campaign is effective in promoting a heathier diet.

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