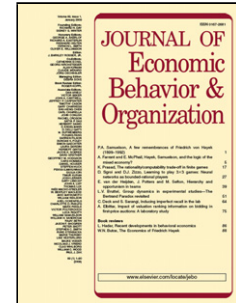


Accepted Manuscript

Title: Are Work Intensity and Healthy Eating Substitutes?
Field Evidence on Food Choices under Varying Workloads

Authors: Jaimie W. Lien, Jie Zheng

PII: S0167-2681(17)30301-3
DOI: <https://doi.org/10.1016/j.jebo.2017.10.019>
Reference: JEBO 4179



To appear in: *Journal of Economic Behavior & Organization*

Received date: 6-5-2017
Revised date: 22-10-2017
Accepted date: 27-10-2017

Please cite this article as: Lien, Jaimie W., Zheng, Jie, Are Work Intensity and Healthy Eating Substitutes? Field Evidence on Food Choices under Varying Workloads. *Journal of Economic Behavior and Organization* <https://doi.org/10.1016/j.jebo.2017.10.019>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Are Work Intensity and Healthy Eating Substitutes? Field Evidence on Food Choices under Varying Workloads

Jaimie W. Lien, Jie Zheng[‡]

Current Draft: October 21st, 2017

Initial Draft: March 16th, 2013

Highlights

- We develop an economic framework for a model of limited self-control, and test its consequences using university field data.
- Compared to cafeteria purchases, purchase of less healthy fast food sharply increases during the week of final exams when students' workloads are most cognitively demanding.
- In an experimental real choice task which rules out convenience effects, the main robust predictor of choosing an unhealthy snack is upcoming academic workload.
- Our study provides empirical support for the strength model of self-control.

Abstract¹

The strength model proposes that self-control is a constrained resource whose effectiveness tends to dwindle when an individual attempts to resist multiple sources of temptation at a time. We develop an economic framework for the strength model, and test its consequences in the field by analyzing the appeal of various food types by university students who face time-varying academic self-control demands. Our study utilizes both empirical analysis of actual university-wide transactions data, and a field survey approach with a real snack choice task. Compared to cafeteria purchases, purchase of less

¹Lien: Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong, Hong Kong, China; jaimie.academic@gmail.com; [‡]Zheng: Department of Economics, School of Economics and Management, Tsinghua University, Beijing, China; jie.academic@gmail.com; We thank our editor, Daniel Houser, and two anonymous referees for helpful comments which improved the paper. We gratefully acknowledge the U.S. university which provided access to the field data for research purposes only. For excellent research assistance in implementing the field study, we thank HUANG Wanqi, NI Xuanming, PENG Qingqing, Emma Wang, and WU Yanshuang. We especially thank Vincent Crawford, Julie Cullen, and Daniel Houser for their detailed comments on the manuscript. We are also grateful for helpful comments from Pak Hung Au, Te Bao, Claire Baudouin, Youngho Chang, Xiaoping Chen, David Eil, Hanming Fang, Liang Guo, Fuhai Hong, Brad Humphreys, Nan Jiang, Hans van Kippersluis, Ilyana Kuziemko, Sanxi Li, Shirlee Lichtman-Sadot, Juanjuan Meng, Joshua Price, Jane Ruseski, Eko Riyanto, Adam Sanjurjo, Jason Shachat, Daniel Silverman, Walter Thesiera, Chun-lei Yang, Songfa Zhong, as well as participants in the China Meeting of the Econometric Society, Asia Meeting of the Econometric Society, the ICES brown bag seminar at George Mason University, the 1st Meeting in Theoretical and Behavioral Economics at Shanghai Jiaotong University, the Western Economic Association Meeting, Denver, and the economics seminar at Nanyang Technological University for helpful comments and suggestions. The authors gratefully acknowledge research funding support from Tsinghua University (#20151080397), The Chinese University of Hong Kong, the National Natural Science Foundation of China (#71203112, #71303127 and #61661136002), and the Hong Kong Research Grants Council (#14500516). All errors are our own.

Download English Version:

<https://daneshyari.com/en/article/7242703>

Download Persian Version:

<https://daneshyari.com/article/7242703>

[Daneshyari.com](https://daneshyari.com)