Table 1: Econometric results of the nudging experiment

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Driver |  | Intermediate outcomes | | | | | | | | |  | Final outcomes | | | | | | | | | |
|  |  |  | Food expenditure shares | | | | | |  |  |  |  |  | Calorie distribution | | |  | Calorie distribution among occasions | | | | |
|  | WIDMP |  | Starch | Nonveg | Pulses | Dairy | Veg | Saving |  | Rice/cap | HDDS |  | Cal/capita | carbs | protein | fat |  | Breakfast | AM snack | Lunch | PM snack | Dinner |
| Weekend | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Morning | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Kolkata | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| BCC1: ingredients | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| BCC2: ingredients, dishes | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226\*  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| BCC3: ingredients, dishes, occasions | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123\*  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Per capita budget constraint | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Self-reported hunger level | n.a. |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Husband’s hunger level | 0.226  (0.789) |  | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |  | n.a. | n.a. |  | n.a. | n.a. | n.a. | n.a. |  | n.a. | n.a. | n.a. | n.a. | n.a. |
| Wife’s hunger level | 0.226  (0.789) |  | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |  | n.a. | n.a. |  | n.a. | n.a. | n.a. | n.a. |  | n.a. | n.a. | n.a. | n.a. | n.a. |
| Husband | n.a. |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Wife | n.a. |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Husband education (at least high school) | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Wife education (at least high school) | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Husband fulltime job | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344\*  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Wife is housewife | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Wife involved in all food preparation activities | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Household has refrigerator | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Income per capita | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Weekly per capita food budget | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Husband trusts nutrition labels | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Wife trusts nutrition labels | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Household size | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Household has children <5y | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Household has seniors >65y | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Constant | 0.226  (0.789) |  | 0.002\*\*  (0.003) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) |  | 0.123  (0.321) | 0.223\*\*  (0.345) |  | 0.226  (0.789) | 0.123  (0.321) | 0.344  (0.432) | 0.223\*\*  (0.345) |  | 0.223\*\*  (0.345) | 0.020\*\*\*  (0.022) | 0.344  (0.432) | 0.226  (0.789) | 0.123  (0.321) |
| Sample size | 177 |  | 529 | 529 | 529 | 529 | 529 | 529 |  | 529 | 529 |  | 529 | 529 | 529 | 529 |  | 529 | 529 | 529 | 529 | 529 |

Notes: Variance inflation factors vary between x.xx and y.yy and average z.zz. Figures represent average marginal effects (AMEs) with standard errors between brackets. WIDMP = women's intrahousehold decision-making power (Maligalig et al., 2019). HDDS = Household Dietary Diversity Score. Standard errors are clustered at household level. Significance levels: \* = 0.10; \*\* = 0.05; \*\*\* = 0.01.