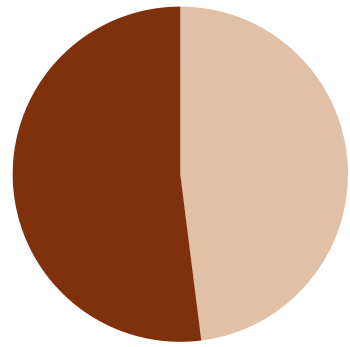


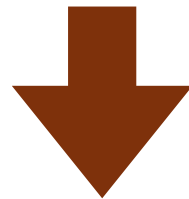


Warning Labels on Super Alcohol

Filippo Grandoni, Ludovico Panariello, Alice Finotti, Leonardo Tonelli, Federico Giorgi



**52% of Italians
is not satisfied with the NHS**

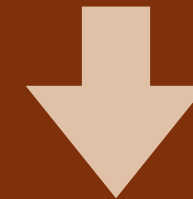


Need to ease pressure through:

- accurate information
- prevention strategies
- reduction of inequalities

+200

**diseases linked to
alcohol abuse**



**1.3% of European GDP represented by
social and healthcare expenses linked to
alcohol consumption**

Introduction of **warning labels on super alcohol bottles to raise
awareness and provide information about the risks of alcohol**

A background image showing a glass bottle pouring a golden liquid into a tall glass filled with ice cubes. The scene is dimly lit with warm, bokeh-style light spots in the background.

Research Objectives

The research investigates the effectiveness of the proposal in achieving two main goals

1

Improve public trust in the government

Explore the relationship between consumer behavior and the role of the state in protecting public health

2

Reduce alcohol consumption

Examine the effects of these interventions across various demographic groups in Italy, such as age, gender, and socioeconomic status

Experimental design

- Experiment will include supermarkets in several **italian big cities**
- **Randomized Control Trial:**
 - **treatment:** introduction of warning labels
 - **control:** no warning labels
- Duration: 1 year



Model 1: Citizen Satisfaction

$$\begin{aligned} \text{satisfaction}_i = & \beta_0 + \beta_1 \text{alpha}_i + \sum_{j=1}^5 \beta_{ji} \text{age_bin}_j + \beta_7 \text{gender}_i + \sum_{j=1}^2 \beta_{ji} \text{education}_{ji} + \beta_{10} \text{nationality}_i + \beta_{11} \text{smoking}_i \\ & + \beta_{12} \text{ethnicity}_i + \beta_{13} \text{income}_i + \beta_{14} \text{pol_part}_i + \sum_{j=1}^4 \beta_{ji} \text{pol_ass}_i + \beta_{17} \text{health_usage}_i + \beta_{18} \text{pub_usage}_i \\ & + \beta_{19} \cdot \text{health_usage}_i + \beta_{20} \cdot \text{informedness}_i + \sum_{j=1}^{21} \beta_{ji} \cdot \text{region}_{ij} + \sum_p \lambda_p (\alpha_i \cdot X_{ip}) + \epsilon_i \end{aligned}$$

- dependent variable = citizen satisfaction score
- target variable = 1 for individuals in target group and 0 for individuals in the control group
- interaction term between treatment α_i and control variable
- + control variables that account for individual demographics and experience

Model 2: Purchase of Super Alcohol

$$\text{purchases}_i = \beta_0 + \beta_1 \text{alpha}_i + \sum_{j=1}^5 \beta_{ji} \text{age_bin}_j + \beta_7 \text{gender}_i + \sum_{j=1}^2 \beta_{ji} \text{education}_{ji} + \beta_{10} \text{nationality}_i + \beta_{11} \text{smoking}_i \\ + \beta_{12} \text{ethnicity}_i + \beta_{13} \text{income}_i + \sum_{j=1}^{21} \beta_{ji} \text{region}_{ji} + \sum_p \lambda_p (\alpha_i \cdot X_{ip}) + \epsilon_i$$

- dependent variable = cumulative super alcohol purchase per individual
- target variable = 1 for individuals in target group and 0 for individuals in the control group
- interaction term between treatment α_i and control variable
- + control variables that account for individual demographics and experience

Data Collection

Data will be collected from **fidelity card system** and **targeted surveys**

Surveys will be administered both online and in-store at individuals in both groups

PRIMARY DATA

- **Customer Satisfaction Score**
 - Calculated from responses to a survey
 - Questions will evaluate:
 - Overall Satisfaction
 - Expectancy Disconfirmation
 - Comparison to an Ideal
- **Purchase**
- **Treatment Indicator**
- **Region**
- **Demographic Controls**
 - Age bins, Gender, Education level, Nationality, Smoking habits, Ethnicity, Income
- **Additional Controls**
 - Political participation, Political association, Public health usage, Preference for public or private service, Informedness on political issue

Evaluation of Results

- 1** Estimation of the model through OLS
- 2** Evaluation of significance of the model through an F-test
- 3** Evaluation of significance of the treatment variable through a t-test
 - ➔ Interpretation of coefficient as average change in alcohol spending/ citizen satisfaction when moving from control to treatment
- 4** Activation of interaction terms and evaluation of significance through t-test
 - ➔ Interpretation of coefficient as the additional marginal effect of the treatment on the selected sub-group

Expected main positive drivers for Citizen Satisfaction and Alcohol Consumption

- **Age:** higher responsiveness for young adults
- **Higher education level**
- **Higher Income**
- **Regional differences**
- **Non-smokers**



Expectations

Implications

- **Improved public trust**, which may foster cooperation on other health-related policies
- **Healthier population**, which is could lower healthcare costs and improve service deliver

Drawbacks

- **Negative impact on firms**
 - Possible economic bonuses
- **Long-term effects** on NHS may take time
- **Cultural resistance** could limit the success of the experiment

Following steps

- **Sustained communication and transparency** to maintain satisfaction
- **Targeted campaign**, based on the results of the interaction terms
- **Combined approach**, in case of positive results on consumption reduction, but negative on satisfaction

THANK
YOU!

Share you opinion about this policy!

