



ABSTRACT

This study investigates the comparative influence of audio and textual media on health-conscious decision-making in the context of food choices. The research explores how menu presentation formats, oral versus written, impact a person's ability to make healthy food choices for themselves. The presence of time pressure was also examined as a moderating variable influencing these decisions. The online survey experiment revealed that oral menu presentations positively influence health-conscious decisions, especially without the presence of time pressure. On the other hand, written menu presentations have a negative influence on decisions regardless of the time pressure. The study also reveals demographic variations, as younger individuals and females prefer healthy food choices when presented with oral menu presentations. These findings contribute to the existing literature on decision-making processes and offer practical implications to policymakers and business managers on subtly shifting consumption habits to healthier food choices through menu presentation format.

Keywords: health-conscious, decision-making, oral menu presentation, written menu presentation, food choices, time pressure, impulsivity, self-control.

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