

New Directions in the Use of Virtual Reality for Food Shopping: Marketing and Education Perspectives

Barb Ruppert, M.A.Ed.

Abstract

Virtual reality is used in marketing research to shape food selection and purchase decisions. Could it be used to counteract the marketing of less-nutritious foods and teach healthier food selection? This article presents interviews with Raymond Burke, Ph.D., of Indiana University Bloomington, and Rachel Jones, M.P.H., of the University of Utah College of Health. Topics covered include new marketing research technologies, including virtual reality simulations; retailing and shopper behavior; and the use of virtual grocery stores to help students explore quality of diet and food/nutrient relationships. The interviewees discuss how the technologies they have developed fit into research and behavior change related to obesity and diabetes.

J Diabetes Sci Technol 2011;5(2):315-318

Author Affiliations: Telemedicine and Advanced Technology Research Center, Frederick, Maryland

Keywords: food selection, food shopping, nutrition education, shopper behavior, virtual grocery store, virtual reality, virtual reality simulations

Corresponding Author: Barb Ruppert, M.A.Ed., 271 Crum Rd., Fairfield, PA 17320; email address ruppertwritingworks@earthlink.net
