

License to Indulge: How GLP-1 Friendly Menus Backfire

Abstract

The cultural phenomenon of GLP-1 weight loss drugs has spawned a new marketing trend; GLP-1 friendly menu labeling. However, these labels may backfire, revealing an ironic disconnect between medicalized health cues and actual consumption behavior. This paradox highlights the importance of understanding how pharmaceutical framing creates temporal exceptions to consumption rules. This research examines how GLP-1 friendly menu labeling negatively impacts consumer behavior by increasing indulgence. We examine the underlying mechanisms, introducing novelty as an antecedent to self-licensing. These findings offer early evidence of medicalized health framing backfiring, providing insights for restaurants and consumers regarding unintended consequences.

Keywords: GLP-1, self-licensing, novelty, indulgence, health halos, menu labeling

Executive Takeaways:

- GLP-1 menu labels may unintentionally increase indulgent food choices
- Health-focused labels can backfire and reduce healthy selections
- Novelty in menu labeling can drive overindulgence
- “Healthy” framing creates permission to indulge more
- Restaurants should test GLP-1 menu labels before full rollout