

## NUTRITION LABELING

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**Abstract: -**

*This paper aims to highlight the importance of nutrition labeling. This FDA propose technique helps the consumers to make good nutrition choices. Application of Nutrition labeling is a must Therefore, the suggested model is particularly useful to understand the domain specific label utilization and its utmost importance. The paper highlights the importance of nutrition labeling in the food marked along with is negative effects.*

**Keywords: -** *Nutrition, Labeling, Nutritional facts, food information, Health*



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### 1. INTRODUCTION

The FDA is proposing to redesign the Nutrition Facts name found on most food packets in the United States. The Nutrition Facts label, presented 20 years back, helps shoppers settle on educated sustenance decisions and keep up solid dietary practices. It is stated by Asam and Bucklin [1] that nutrition labeling is a natural policy. The author, Balasubramanian and Cole [2] mentioned Nutrition Labeling and Education Act changed nutrition labels on foods items in supermarkets, thereby increasing the amount of nutrition information during a purchase [2]. Nutritional intake is recommended as a daily allowance[3]. According to Andrews, Netemeyer [4] “ Although nutrition labeling and package claim research has progressed since the appearance of the new food-labeling rules, relatively little is known about how consumers will process nutrient content and health claims in advertising in this new environment [4].” In response, Congress enacted the Nutrition Labeling and Education Act. The law directed the FDA to set premarket approval standards for health and nutrition claims for foods [5]. The authors examine some potential effects of changes in nutrition labels associated with the Nutrition Labeling and Education Act of 1990 [6]. The Nutrition Labeling and Education Act of 1990 (NLEA) was an important step in educating the public in the use of food labels for diet planning[7]. The regulation of the flow of nutrition information to consumers has changed dramatically over the last 10 years, culminating in the passage of the Nutritional Labeling and Education Act[8]. The Nutrition Labeling and Education Act of 1990 (NLEA) was an important step in educating the public in the use of food labels for diet planning [9]. Several objectives guide the Food and Drug Administration (FDA) in their efforts to formulate policy regarding food labeling[10]. This following example is a picture of what nutrition labeling means.

<b>Nutrition Facts</b>	
Serving Size 172 g	
<b>Amount Per Serving</b>	
<b>Calories</b> 200	Calories from Fat 8
% Daily Value*	
<b>Total Fat</b> 1g	1%
Saturated Fat 0g	1%
Trans Fat	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 7mg	0%
<b>Total Carbohydrate</b> 36g	12%
Dietary Fiber 11g	45%
Sugars 6g	
<b>Protein</b> 13g	
Vitamin A 1%	Vitamin C 1%
Calcium 4%	Iron 24%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com

Figure 1: A nutrition lable

### 2. Research Method

As of late consolidating research strategies e.g. (Peak, 1994) turned out to be progressively critical specifically while seeking after the objective of importance of nutrition labeling. Customer knowledge over nutrition labeling is been developed using nutrition labeling. Review centric research method has been used to this paper (LePine and Wilcox-King, 2010). In this study I recognize the most critical achievement that is food labeling is a booster to the current business. My examination approach joins the "interpretive worldview" in which a rich depiction of every component on the food packet is helpful for the customer to make a decision. The paper is structure to underline the importance of nutrition information availability on the food packets. It is a purchase motivation factor in a market. Different references have been taken to highlight the importance and bolster the implementation of the nutrition labeling method of marketing. The research sources are taken from the University of Bridgeport library. I have been focusing on the [11, 12] in my paper.

This research is constrained to only one direction. The report is a focus on the current need of the implementation of the nutrition labeling. The research also focuses on the importance of nutrition labeling for marketing in the food department. The food department will be able to motivate the customers to purchase more through awareness of the contents of a food item. This strategy can be used as a focusing tool to focus on different people and their tastes and desires. The paper also highlights traffic light labeling that is the most important part of food labeling. This labeling system is used as a warning or classification tool for the customers. This labeling style helps the customer in decision making.

I have been referring to different articles from the journal of marketing. I have been collecting very important information from this source. I have also been using the google scholar as a secondary source. The motivational factor that has been mentioned below is the main idea behind this research. Nutrition labeling is all about focusing on the

motivating the customers to buy more. Increasing their knowledge is the motivational tool runs this idea. All the facts mentioned below are the standard mentioned in the FDA report. FDA (Food and Drug Administration) is a federal agency of American Department of Health and Human Services. FDA is the department of responsible of for approving the regulation of food and drug processing companies.

### 3. Nutrition Labeling

	<b>Dependent Variable (from other articles)</b>	<b>Quote and Reference (Copy/paste the sentence where you find the dependent variable) and (Endnote use required!)</b>
1.	Healthful Food Decision Making in Response to Traffic Light Color-Coded Nutrition Labeling	"Public policy makers are therefore in search of strategies that halt the increasing prevalence of overweight conditions and obesity, and <b>nutrition labeling</b> is one such strategy [11, 12] p.1."
2.	Consumer Research Needs from the Food and Drug Administration on Front-of-Package Nutritional Labeling	"the intended purpose of the FOP <b>nutrition labeling</b> initiative by many manufacturers is to increase the ease of use of nutrition information and to aid in nutrition decision making in the fight against chronic diseases including obesity (Andrews, Chung-Tung Jordan, Levy & Lo ) p.11."
3.	Leaner Choices? The Potential Influence of the Inclusion of Nutrition Facts Panels on Consumer Evaluations and Choices of Ground Beef Products	"standardized NFP, a primary outcome of the <b>Nutrition Labeling and Education Act (NLEA)</b> of 1990, which covered the vast majority of food products regulated by the Food and Drug Administration (Cook, Burton & Howlett, 2013) p.97."
4.	A Quasi Experiment to Assess the Consumer and Informational Determinants of Nutrition Information Processing Activities: The Case of the Nutrition Labeling and Education Act	"The <b>Nutrition Labeling and Education Act</b> of 1990 (NLEA) (21 U.S.C. 301) required food manufacturers to provide nutrition information about their products in a truthful and complete manner by the May 1994 deadline imposed by the associated regulation. (Moorman, 1996) p.28."
5.	New Food Labeling Regulations and the Flow of Nutrition Information to Consumers	"The USDA has published rules covering <b>nutrition labeling</b> and nutrient content claims [58 <i>Fed. Reg.</i> 631-691]; its rules governing health claims are expected in 1994 (Ippolito & Mathios, 1993) p.188."
6.	Does Green Mean Healthy? Nutrition Label Color Affects Perceptions of Healthfulness	"Overall, results suggest that green labels increase perceived healthfulness, especially among consumers who place high importance on healthy eating. Discussion focuses on implications for health-related judgment and <b>nutrition labeling</b> (Schuldt, 2013) p. 814."
7.	Nutrition Labeling for Canned Goods: A Study of Consumer Response	"This broader concern of menu choice suggests that the focus of further research on <b>nutrition labeling</b> for all products might be advantageously moved from just measuring the extent of consumer shift among similar types of food products (Asam & Bucklin, 1973) p.37."
8.	The Calcium Quandary: How Consumers Use Nutrition Labels	"t has been a decade since the <b>Nutrition Labeling and Education Act</b> mandated that the Nutrition Facts panel on food labels be formatted with nutrient reference values, namely, percent daily value (Block & Peracchio, 2006) p.188."
9.	Effects of Alternative Nutrition Label Formats and Nutrition Reference Information on Consumer Perceptions, Comprehension, and Product Evaluations	"Thus, the consumer can compare the <b>nutrition</b> levels contained in a given product against the recommended reference levels on the label to aid in judging nutrition level [6] p.38."
10.	Effects of Alternative Nutrition Label Formats and Nutrition Reference Information on Consumer Perceptions, Comprehension, and Product Evaluations	The purpose of this research is to provide insight into how the recent market intervention involving the modification of the <b>Nutrition</b> Facts panel to include trans-fat content is likely to influence product evaluations and purchase likelihoods of consumers who are at risk for a heart attack [13] p.84."
11.	Consumers' Search and Use of Nutrition Information: The Challenge and Promise of the Nutrition Labeling and Education Act	"The restaurant industry has 'opposed the requirement of <b>nutrition labeling</b> , citing the variability of recipes and portion sizes from day to day' (Balasubramanian & Cole, 2002) p.125."
12.	Consumer Generalization of Nutrient Content Claims in Advertising	"Although <b>nutrition labeling</b> and package claim research has progressed since the appearance of the new food-labeling rules, relatively little is known about how consumers will process nutrient content and health claims in advertising in this new environment. [4] p.62."

### 1. Food Labeling

Accordingly, diverse sustenance naming plans are multiplying in the EU nutrition market with the point of illuminating purchasers and giving trust on various quality attributes of nutrition items. (Gracia and de- Magistris, 2016). In Europe, sustenance items that are bundled must show NF per 100 g or 100 ml for vitality esteem, protein, fat, immersed unsaturated fats, starches, sugar, and salt. (Muller and Prevost). In like manner, the present survey expected to consider all the accessible proof for the impact of bundling, marking and naming on the taste and loving of undesirable nutrition and beverage. (Skaczkowski, Durkin, Kashima, and Wakefield, 2016). The point of this survey was to assess the effect of menu vitality marking particularly, and papers that provided details regarding supplement, movement light, or consolidated names (e.g. marks with both vitality substance and activity light naming) and naming in non-fast food settings. (e.g. front of pack grocery store marking). (Sarink et al., 2016). The Nutrition Labeling and Education Act of 1990, which requires sustenance naming on most bundled nourishments, did not require nutrition marking. (Lee-Kwan, Pan, Maynard, McGuire, and Park). The target of this paper is to add to the verbal confrontation raised by the French parliamentary commission on the most suitable FU for ecological naming of sustenance items (van der Werf and Salou, 2015).



Figure 2: rules to be followed to create a nutrition label

### Palatability of food

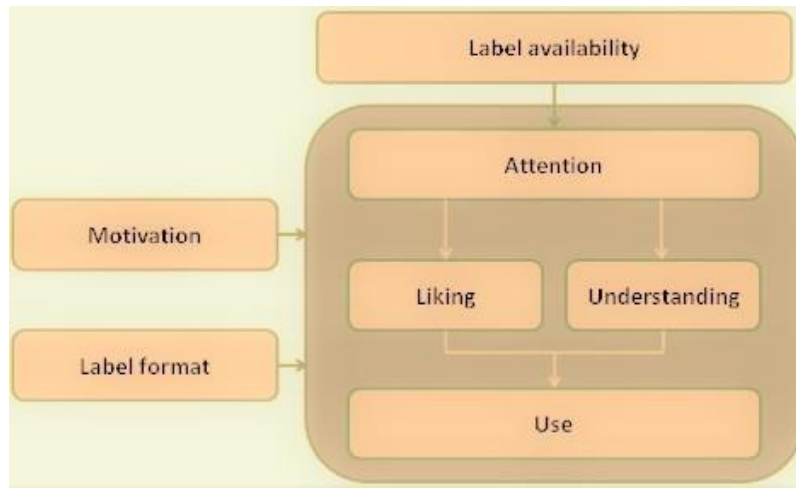
To test for differences in anthropometric variables, olfaction and food palatability across FED and FASTED sessions, one way repeated measures of Analysis of Variance (ANOVA) where time (FED vs. FASTED) represented the within-subjects (repeated measures) and sex as a between subject factor was utilized. [14]. It was hypothesized that chewing thoroughly would result in a reduced eating rate, suppressed appetite and reduced energy intake, as well as a reduced rating of the palatability of test foods. [15]. It is, therefore, a challenge for industrials to find the equilibrium between palatability and the nutritional quality of a diet for cats [16].



Figure 3: Palatability

### 2. Motivation

The examination on the way of kids’ anticipations for achievement, convictions about capacity, and subjective undertaking values; work getting from an expectancy–value model of inspiration. (Wigfield and Eccles, 2000). Most everybody who works or plays with others is, as needs be, worried with inspiration, confronting the subject of the amount of inspiration those others, or oneself, has for an assignment, and professionals of numerous types confront the lasting undertaking of cultivating more versus less inspiration in everyone around them. (Ryan and Deci, 2000). In their talk of the availability of motivational builds, Murphy and Alexander truly raise two issues; one concerns the awareness or subjective openness of motivational develops and alternate concerns the exactness of people’s reports of their inspiration. (Pintrich, 2000).



**Figure 4: Motivation through nutrition labelling**

Whether push inspiration can go about as an arbitrator to impact how pull inspiration influences future conduct is yet to be completely examined. (Xu and Chan, 2016). Identification of vacationer inspirations for going to a journey site is imperative, since inspiration is a determinant of conduct (Bideci and Albayrak, 2016). We concentrated on experienced educators who were more than 40 years of age, accepting that they had encountered more vacillations in inspiration level because of the different changes in English instruction arrangement. (Melody and Kim, 2016).

**Traffic Light Color-Coded Nutrition Labeling**

Because of the challenges of accessing genuine grocery stores, past studies have inspected the impact of activity light hues on nutrition information on predecessors of decision conduct. The aftereffects of these studies demonstrate that movement light hues may increment visual thoughtfulness regarding nutrition labeling, inclination for and preferring of the names, express comprehension of nutrition data, expectations to buy more invigorating choices, and item states of mind [11, 12]

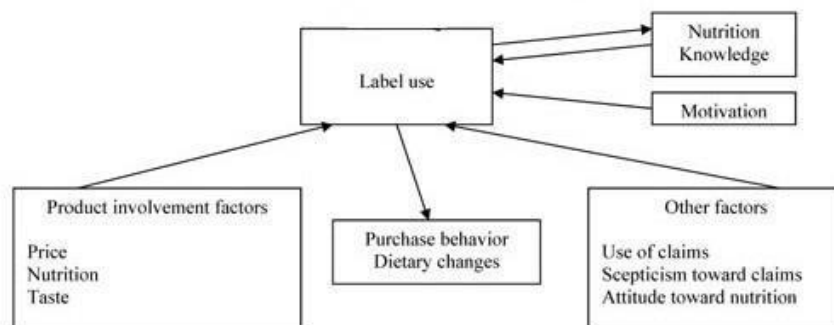
	LOW per 100g Less than...	MEDIUM per 100g	HIGH per 100g More than...	HIGH per Portion More than...
<b>Fat</b>	3g	3g - 17.5g	17.5g	21g
<b>Saturates</b>	1.5g	1.5g - 5g	5g	6g
<b>Sugars</b>	5g	5g - 22.5g	22.5g	27g
<b>Salt</b>	0.3g	0.3g - 1.5g	1.5g	1.8g

**Figure 5: Traffic Light Color-Coded Nutrition Labeling**

	<b>Independent Variable (taken from the six articles above)</b>	<b>Quote and Reference (Copy/paste the sentence where you find the dependent variable) and (Endnote use required!)</b>
	Palatability of food	
1.	Behavior in order to evaluate the palatability of pet food in domestic cats	“It is, therefore, a challenge for industrials to find the equilibrium between <u>palatability</u> and the nutritional quality of a diet for cats [16] p.56.”
2.	Chewing thoroughly reduces eating rate and postprandial food palatability but does not influence meal size in older adults	“It was hypothesized that chewing thoroughly would result in a reduced eating rate, suppressed appetite and reduced energy intake, as well as a reduced rating of the <u>palatability</u> of test foods. [15] p.63.”
3.	Fasting for 24 h improves nasal chemosensory performance and food palatability in a related manner	“To test for differences in anthropometric variables, olfaction and food <u>palatability</u> across FED and FASTED sessions, one way repeated measures of Analysis of Variance (ANOVA) where time (FED vs. FASTED) represented the within- subjects (repeated measures) and sex as a between subject factor was utilized. [14] p.979.”
	Temperature	
1.	Influence of outdoor temperature on the indoor environment and thermal adaptation in Chinese residential buildings during the heating season	“The chief means for people to adapt to different <u>temperatures</u> in their accommodation is by choosing suitable clothing insulation. [17] p.138.”
2.	Experimental study on physical properties of soft soil after high temperature exposure	“High induced by fire can be transmitted rapidly to <u>temperature</u> the soft soil surrounding the tunnel leading to the temperature of soil increasing distinctly for a shield tunnel with a cast iron segment or a steel segment assembled in the soft soil. [18] p.14.”
3.	Effects of temperature during the irradiation of calcium carbonate	“The irradiation <u>temperature</u> produce a strong effect on the evaluation of the radicals formed from calcium carbonate. [19] p.29.”
	Price	
1.	Asset price and trade volume relation in artificial market impacted by value investors	“The relationship between the stock <u>price</u> change and trade volume has been of great interests in the financial market for long time. Several works have investigated this relation by empirical studies or modelling simulation [20] p.127.”
2.	Price promotions for food and beverage products in a nationwide sample of food stores	“For public health, this is problematic when the <u>price</u> - promoted foods in question are high in sugar, fat, or sodium. [21] p.107.”
3.	Strategic and tactical price decisions in hotel revenue management	“Thus, the <u>price</u> can be seen as the result of the combined interplay of these factors, whose relative importance might differ depending on what is more decisive for the consumer [22] p.124.”

**4. Discuss Research**

The model highlights the areas that are improved by nutrition labeling. The nutrition knowledge, motivation price purchase behavior is improved. It is observed according to financial reports that the customers are motivated to purchase more when the nutrition information is clear to them. This means that people consume more if they have more knowledge of the product.



**Figure 6: Overall Model Diagram**

As it is clearly portrayed in the diagram the nutrition labeling focuses on improving the knowledge of the customer. This is used as a motivational tool by the food companies. It can be used to determine the purchase behavior of the customers of the companies. Even dietary changes of the customers can be studied. The price, taste and the level of nutrition can also be estimated using nutrition labeling. Food labeling to beneficial part to both the firm as well as the customer of the firm. The market will be stable with the presence of these labels.

## 5. Result and Discussion

• Open course of action makers are along these lines searching for systems that end the growing pervasiveness of overweight conditions and heaviness, and sustenance naming is one such methodology (Bach, 2016; Koenigstorfer, Groeppel-Klein, and Kamm, 2014). The expected explanation behind the FOP food stamping action by various makers is to fabricate the convenience of sustenance information and to help in sustenance fundamental administration in the fight against unlimited afflictions including beefiness (Andrews, Chung-Tung Jordan, Levy and Lo ) Institutionalized NFP, a fundamental aftereffect of the Nutrition Labeling and Education Act (NLEA) of 1990, which secured most by a long shot of sustenance things oversaw by the Food and Drug Administration (Cook, Burton and Howlett, 2013).The Nutrition Labeling and Education Act of 1990 (NLEA) (21 U.S.C. 301) required food creators to give sustenance information about their things in a legitimate and finish path by the May 1994 due date constrained by the related regulation. (Moorman, 1996). The USDA has circulated measures covering sustenance naming and supplement content cases [58 Fed. Reg. 631-691]; its precepts supervising wellbeing cases are ordinary in 1994 (Ippolito and Mathios, 1993)"In general, results suggest that green names increase saw strengthening impact, especially among customers who put high centrality on holding fast to a decent eating regimen. Talk focuses on proposals for wellbeing related judgment and sustenance checking (Schuldt, 2013). This broader stress of menu choice suggests that the focal point of further research on food stamping for all things might be usefully moved from just measuring the level of customer development among relative sorts of sustenance things (Asam and Bucklin, 1973). It has been 10 years since the Nutrition Labeling and Education Act summoned that the Nutrition Facts board on sustenance imprints be planned with supplement reference values, specifically, percent step by step regard (Block and Peracchio, 2006).Along these lines, the buyer can consider the support levels contained in a given thing against the endorsed reference levels on the name to help in judging sustenance level (Burton, Biswas, and Netemeyer, 1994).The purpose behind this examination is to give learning into how the late market intervention including the modification of the Nutrition Facts board to consolidate trans-fat substance is inclined to effect thing appraisals and purchase probabilities of customers who are at risk for a heart attack (Howlett, Burton, and Kozup, 2008).The business has 'repudiated the need of sustenance stamping, referring to the variability of equations and part sizes from regular' (Balasubramanian and Cole, 2002).Despite the way that support checking and package claim research has progressed resulting to the nearness of the new sustenance naming rules, decently little is considered how customers will handle supplement substance and wellbeing claims in publicizing in this new environment. (Andrews, Netemeyer, and Burton, 1998). Eventually, it is recommended by the experts that nutrition labeling is a must for the food production companies. The food packet labeling is a benefit for both the customers as well as the firm.

## 6. Contribution and New Insight

The Nutrition grading has become an important factor of the food market. Our paper based this inexorably vital writing and addresses some particular issues with respect to the determinants of mark utilize, the civil argument on obligatory naming, the name designs favored by customers, and the impact of nutrition naming use on buy and dietary conduct. Determinants of wholesome mark use There has been no consistency in the aftereffects of studies led in regards to the determinants of name use. For instance, there has been no accord on the impact of age, pay, or working status on nourishing mark use. Be that as it may, training and sexual orientation (i.e., being female) have been found to emphatically influence name use. Furthermore, individuals with more accessible time for shopping for food have been observed to will probably be named mark clients. It additionally gives the idea that customers who are more worried about nutrition and wellbeing will probably utilize healthful marks. Thusly, buyers on a unique eating routine, natural purchasers, and those mindful of the eating regimen malady connection will probably hunt down on- pack labeling than others. Sort of family unit additionally affects mark use. In particular, littler family units and families with youthful youngsters will probably participate in nutrition data look practices. Moreover, families in non-city or country territories will probably utilize healthful marks. Basic need customers however not dinner organizers are additionally more inclined to take part in nutrition data look. Our audit of the writing additionally proposes that buyers who join significance to value typically are less inclined to utilize names however the individuals who connect significance to sustenance are, of course, more inclined to scan for wholesome data. At long last numerous studies have found that nutrition labeling significantly affects wholesome mark use. Obligatory versus willful naming. From an association's perspective, procurement of nourishing data on sustenance food packets is alluring in the event that it can create more incomes. With regards to powerful private quality flagging, government regulation would be pointless if higher quality items had healthful data on their food packets and those with lower quality did not. Be that as it may, if merchants can't flag quality successfully, the business sector may vanish totally or just the most minimal quality items might be sold. Obligatory marking is called to fill the void of data procurement essentially by revising deviated data or by remedying externality issues.

## 7. Conclusion

Nutrition labelling is a important marketing strategy in a food market. These labels act as a purchase motivation to the customer. Educating the customer leads to increase in purchase behavior. This will build a trust factor in the customer and if they learn more, they will buy more. therefore, it is compulsory according to laws and also according to marketing that the food packets need to be labelled. All the products must be labeled with the exact proportions of fats, sugar and other contents. This will help the customer to buy what he likes and helps him for decision making. This labeling process can also be used as a marketing tool for increasing the sale through transpiration of contents added to the product. This can also be useful for a firm to determine the target group that the company is supposed to focus on. The FDA Department has set up certain standards to fix label the food packets to get the best results of them. I conclude that nutrition labeling is a very important part of the marketing department.

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