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ECONOMICS OF OBESITY - CASE STUDIES

Abstract:

The paper deals with the economics of obesity and consumer decision-making. This paper aims to suggest measures to reduce obesity. The author links economics and some other scientific disciplines, for example, physiology, endocrinology, genetics, etc. Three economic case studies show how all these disciplines play a crucial role in the causes of obesity. Based on the economic case studies, the author suggests the "treatment" of obesity. It includes 1) the tax on unhealthy food (artificial sugar or fructose syrup); 2) sports subsidies or support of sport by public health insurance; and 3) restriction on the use of antibiotics. A secondary result of the paper is that individual preferences are not stable due to the changeable set of body and processes inside.

Keywords:

Economic theory, obesity, fructose syrup, Ghrelin, Leptin, economic approach

JEL Classification: D11, I19, L66

This research was supported by Internal Grant Agency IGA F5/2/2018, IGA506018.