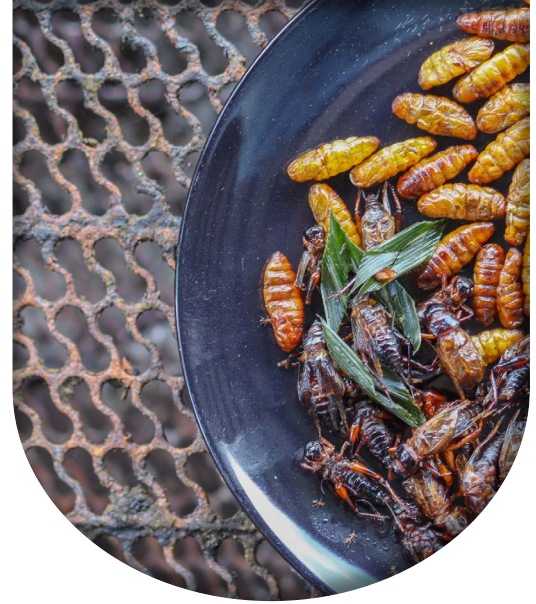


Can we motivate consumers to choose insect-based alternative protein food products?



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We conducted a systematic review of research, testing the role of psychological and social factors that explain why people buy, try, and are willing to eat alternative protein products made of/with insects. Knowing which factors consistently influence consumer choices may help to design effective promotion campaigns, education programs, and advertising strategies to encourage more people to embrace these alternative protein options.

The top psychological and social factors consistently related to consumers' choices of insect-based alternative proteins include:

- feeling adventurous, excitement and curiosity while trying insect-based food,
- liking new foods,
- communication with important others (e.g., such as athletes and successful young entrepreneurs) who themselves eat this type of food and are encouraged to try it,
- trust in technology used in alternative protein production,
- perceiving health benefits and/or low health risks related to trying insect-based proteins.

Consumers are more likely to be men and younger people.

The evidence suggests that promoting the consumption of insect-based alternative food is more effective when role models who approve of/encourage to try insect-based protein products are included. Another option is to highlight that alternative protein production cares to account for advanced technology that proposes a safe, healthy, and modern product. Promotion campaigns may also emphasize the excitement of trying novel foods and stress the approval of important others (e.g., models young men admire), increasing consumers' motivation.