

How to motivate consumers to choose plant-based alternative protein food products



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To truly motivate potential consumers towards adopting a plant-based (including pulses, seaweed, etc.) or algae-based alternative protein diet, campaigns, consultations, or other actions should incorporate the following strategies:

- Increasing knowledge on how to cook/prepare a meal with alternative proteins,
- Communicating the benefits of switching from traditional proteins to alternative proteins would be good for the environment,
- Communicating the health benefits of replacing traditional proteins with alternative proteins,
- Communicating benefits for animal welfare.

Younger consumers and people with higher education tend to be more open to trying and incorporating this food into their daily diet. Campaigns/actions focusing on young people are more likely to succeed.

For example, the campaign motto could be “Make choices that are good for you, animals, and the planet. Learn how to prepare your meal with plant-based alternative proteins.”