

What motivates consumers to choose plant-based alternative protein food products?



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Are you looking to promote alternative protein products made with algae, seaweed, pulses, and other plants? Our systematic review of research on the role of psychosocial factors can help to design effective advertising campaigns, education programs, and promotions. By identifying the factors consistently linked to consumers' choices, you can better understand why people buy, try, and are willing to eat alternative protein products.

Across studies, the top psychosocial factors systematically related to consumers' choices of plant-based alternative proteins include:

- knowing how to cook/prepare a meal with alternative proteins,
- familiarity (past experiences with this type of food),
- believing that a switch from traditional proteins to alternative proteins would be good for the environment,
- believing that it is a healthy choice to replace traditional proteins with alternative proteins,
- animal welfare/empathy towards animals,
- younger age and higher education.

When promoting the consumption of plant-based alternative food, consider featuring young people cooking a meal or presenting a recipe incorporating an alternative protein product. Highlight the three major benefits: it's healthy (good) for you, good for the planet, and shows respect for animal welfare. This message is particularly effective for younger, better-educated men and women.