Behavioral change from a consumer perspective

2023, Marcel Kornelis

WAGENINGEN
UNIVERSITY & RESEARCH

The Topic of interest

Revision of the EU legislation on animal welfare (Policy making)

Underpins activities that may affect consumer food choices (interventions)

Understanding potential changes in consumer behaviour is crucial

The components of the framework

Behaviour	1	2	.....	6
Intervention	1	2	.....	9
Policy	1	2	.....	7

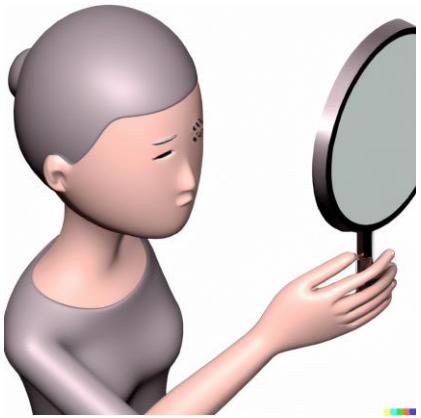
WAGENINGEN
UNIVERSITY & RESEARCH

The use of the framework

Combinations

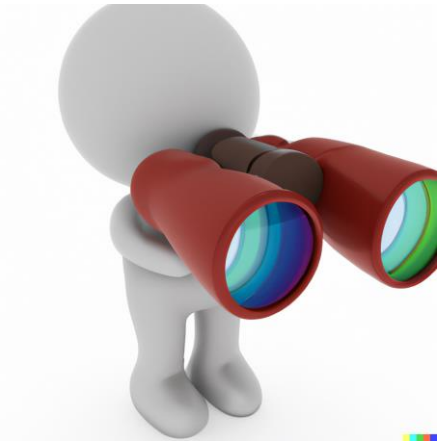
4	4	4	4
5	2	1	5
6	1	6	7

Aspects of consumer behaviour



Individual Self

Social influence



Tangibility

Aspects of consumer behaviour

Affection (feelings)

Cognition

Habit formation

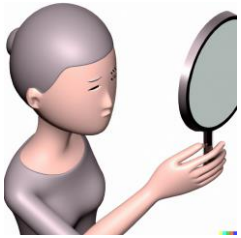
Example of a desired behaviour

Possible desired behaviour:

"Willingness to pay a higher price for products that agree with the upgraded EU animal welfare standard."

Example of a desired behaviour

Aspects and intervention actions



Use additional personal benefits, e.g. better food quality

Increase knowledge, e.g. labeling

Make it less abstract,e.g. communicate proximal impacts

Example of a desired behaviour

Aspects and intervention actions

Enhance immediate warm glow effects

Make preparation more convenient

Use social influence, e.g. identity signaling

Use of Front-of-package labels in Europe as an intervention action

Labels are intervention instruments in a larger behavioural change strategy

Cognitively-oriented nudges

Measuring the impact on behaviour

Thank you for your attention!

Marcel.kornelis@wur.nl