

Animals like us: The use of anthropomorphism via the pain metaphor to reduce beef consumption

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Abstract

Our current work contributes to the literature of meat consumption reduction. Capitalizing on the inherent humanizing characteristic of anthropomorphism coupled with leveraging negativity bias, we created a novel approach to combat strategies to justify meat consumption namely "denial of animal mind". Using on-pack product stickers inspired by the anti-smoking messages on cigarette packs, we show that unlike two tested anthropomorphic approaches in the literature (intelligence and pro-social behavior of animals) an on-pack pain anthropomorphic sticker can reduce purchase intentions of the meat product and reduced intention to consume meat in general. We also show how pain anthropomorphism's negative impact on purchase intention is serially mediated by anticipatory guilt and attitude towards meat.

Keywords: *Meat reduction; anthropomorphism; negativity bias*

Track: Consumer Behaviour