

# PLANT-BASED FOOD: A MATTER OF IDENTITY? AN INVESTIGATION OF THE ROLE OF IDENTITY THREAT IN PLANT-BASED FOOD PURCHASING CHOICES

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Cite as:

Di Cioccio Martina, Monsurrò Luigi, Donato Carmela (2023), PLANT-BASED FOOD: A MATTER OF IDENTITY? AN INVESTIGATION OF THE ROLE OF IDENTITY THREAT IN PLANT-BASED FOOD PURCHASING CHOICES. *Proceedings of the European Marketing Academy*, 52nd, (113987)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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## **Abstract**

This paper aims at investigating how evoking different social identities in plant-based food promotion affects meat-eaters intention to buy plant-based food. Specifically, we drew from the Common Ingroup Identity Model to mitigate identity threats between meat-eaters and meat-avoiders. Across two studies, we showed that the presence of a common (vs. veg\*n) identity increases meat-eaters intention to buy plant-based food. This effect is mediated by a reduced meat-eaters identification and, in turn, by a reduced identity threat. From a theoretical perspective, this research applies evidence from the Common Ingroup Identity Model in a food consumption context to promote the adoption of a plant-based diet. In addition, practical implications for marketers and sustainable policy makers are discussed.

**Subject Areas:** *Consumer Behaviour, Decision-Making*

**Track:** Consumer Behaviour