

Rescue us all! The effect of the rescue-based claim for familiar and unfamiliar food ingredients

Fernanda Carneiro-Otto
Georg-August-Universität Göttingen
Steffen Jahn
University of Goettingen
Jessica Aschemann-Witzel
Aarhus University
Yasemin Boztug
University of Goettingen

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Abstract

In line with the United Nations' commitment to halve food waste by 2030, companies started to rescue foods that would be discarded and repurpose them as ingredients in their products. These products are being marketed as “rescue-based”. This research aims to investigate the impact of informing consumers about the rescued nature of the ingredients on product perception and consumer behavior. It also aims to assess how familiarity with the rescued ingredients moderates this effect. We find that highlighting the rescue-based aspect enhances a product’s perceived sustainability and healthiness, thereby positively influencing consumers’ purchase intention. No significant effect of the claim on expected taste was observed. The effects of the claim are more pronounced when consumers are already familiar with the rescued ingredient. Our findings suggest that informing about rescued ingredients increases purchase intention.

Subject Areas: *Attitude, Consumer Behaviour, Hedonic Products, Marketing Strategy*

Track: Social Responsibility & Ethics