

Eco-taxes and sustainability information on the menu: The combined influence of fiscal and informational cues on meat selection

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Abstract

This study examines the effects of eco-taxes and sustainable information on meat consumption, a major contributor to greenhouse gas emissions. A 2x2 experimental design was tested in a pre-study (N=125) and a main study (N=176), where participants chose meals from menus with manipulated eco-tax labels and sustainable cues. The pre-study revealed no significant effects but trends of reactance with eco-taxes and reduced consumption with sustainable information. In the main study, neither eco-taxes nor sustainable information had significant main effects. However, their combination resulted in higher meat consumption than either measure alone. Gender significantly influenced behavior in both studies, with men consuming more meat than women. These findings highlight the complexity of combining fiscal and informational measures and the importance of further research to optimize sustainable consumption strategies.

Keywords: Meat consumption, Eco-taxes Menu labeling

Track: Consumer Behavior