

More Than Green: How Convenient Benefits Influence Edible Cutlery Perceptions

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Abstract

This research investigates what type of benefit framing (convenience vs. environmental) can most effectively enhance consumers' attitudes toward edible tableware. Three experiments show that emphasizing convenience benefits significantly enhances consumer attitudes, while highlighting environmental benefits results in less favorable evaluations. This effect is explained by the mediating role of environmental skepticism: environmental-focused messages increase doubts about environmental claims, reducing favorable attitudes, whereas convenience benefits, being concrete and personally relevant, limit such skepticism. In contexts characterized by eco-fatigue, emphasizing convenience proves more persuasive than sustainability-focused communication for promoting acceptance of innovations like edible tableware. These findings highlight the importance of aligning product communication with immediate, tangible consumer benefits to overcome potential skepticism toward environmental claims.

Track: Consumer Behaviour