

Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat

Marcel Nicolas Grub

Saarland University

Andrea Gröppel-Klein

Saarland University, Institute for Consumer & Behavioral Research

Cite as:

Grub Marcel Nicolas, Gröppel-Klein Andrea (2026), Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat. *Proceedings of the European Marketing Academy*, 55th, (133977)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat

Abstract

Farm animal welfare plays an important role in consumers' meat purchase decisions. Many consumers demand additional and more transparent information about the meaning of AW labels, particularly regarding the conditions under which the animals were kept. Blockchain technology enables the delivery of such information. This paper investigates whether additional information may not only enhance acceptance but also elicit negative psychological effects which prevent the purchase of more "ethical" meat. Based on three studies conducted in the context of organic poultry farming, we show that the type of information plays a decisive role. Additional information framed in relative terms enhances anticipated overall meat quality and purchase intention. In contrast, additional information framed in absolute terms may evoke a sobering realization and psychological discomfort, ultimately leading to less-favorable evaluations of anticipated overall meat quality.

Track: Social Responsibility & Ethics