

Vortragsankündigung

Fixing the “bug” in insect consumption:

Regulating feelings of disgust to facilitate sampling of insect-based food

Dr. Johanna Palcu

Institut für Marketing Management an der Wirtschaftsuniversität Wien

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The world population is expected to reach 9.7 billion people by the year 2050. Western diets and agricultural practices will need to change over the next years, in order to be able to supply a population of this size. Entomophagy (i.e. eating insects) presents itself as a viable gateway towards more sustainable diets in Western countries as well as a good meat alternative for protein supply. Although entomophagy is already part of many people's diets around the globe, Western countries are still struggling with the concept of insects as food. One of the main barriers previous research has identified is the experienced emotion of disgust. The present research seeks to address this issue by means of emotion regulation. We present two lab experiments that examine the effect of two well-established emotion regulation trainings (reappraisal and distraction) on consumers' willingness to try insect products using insect-based food that induces disgust at different levels of intensity. Results of these studies show that, for processed insect-food (low-intensity product), both distraction and reappraisal increase consumers' willingness to sample the product (as compared to a control group with no training). When insects are presented as whole (high-intensity product), only distraction (but not reappraisal) facilitates the decision to try insect-based food. Importantly, this effect is mediated by participants' experienced levels of disgust. In light of these findings, this talk aims to present practical implications for marketing and advertising and to offer suggestions and ideas for future research.

Johanna Palcu is currently an Assistant Professor at the Institute for Marketing Management at WU Vienna, Austria. Her research and teaching interests focus on bridging research from Social and Cognitive Psychology (visual attention, implicit information processing, self- regulation, emotions) and Consumer Behavior. Her most current research project is aimed at understanding and facilitating sustainable consumption or, more specifically, at describing the reasons behind and the ways to overcome the value-action gap in consumer behavior (i.e., the difficulty of consumers to act upon their intentions to behave in a sustainable way).

Homepage: <https://www.wu.ac.at/mm/team/johanna-palcu>