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„How to enhance the preference for novel, meat-reduced products with a variety-seeking self“

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Writing a master thesis probably means ups and downs to everyone. So, it did for me especially during Corona crisis. The majority of my Master classes was impacted by the crisis, attending classes from home, rarely having the possibility to exchange experiences with other students and being supervised online. Those have been different conditions for all of us, if student, professor or supportive family member. The more I would like to give my highest gratitude to my family; my parents, who give me their strongest support by believing in my skills and always having an open ear for me, my boyfriend, who is living all ups and downs together with me, and my grandparents supporting me with nicely cooked food, whenever I felt hungry. Not to forget my friends, encouraging me, and my beloved horses, waiting for me to fill my head with some fresh air. Last but not least, I would like to say thank you to my supervisor Univ. Prof. Arnd Florack and Niklas Pivecka being available per email and video conference for any matter.

A crisis does not only mean change and hindrances, but is also an evidence of lifelong learning. Besides working 30 hours a week, homeschooling and distance learning gave me the opportunity to dive deeper into my Master thesis, to feel less stressed and more balanced. For me the crisis definitely brought a higher focus on what's relevant in life.

“When written in Chinese, the word 'crisis' is composed of two characters. One represents danger and the other represents opportunity.”

John F. Kennedy

Abstract

This study investigated if a variety-seeking self-concept leads to higher purchase intentions and tastiness expectations for a novel product compared to a classic product. According to the differentiation principle, a classic product will be preferred over a novel product despite having same positive attributes but different negative attributes. The manipulation of this study urged to trigger a variety-seeking self-concept, which should then affect the subsequent product rating of a classic and a novel burger. As the strive for variety is related to be interesting and open-minded, commitment to this attitude was fostered by a public context. By this means, it was aimed to trigger a higher preference for the novel burger by avoiding negative feelings of cognitive dissonance. Preference was measured by purchase intentions and tastiness expectations. In total, answers of 50 students were analyzed. 22 participants were randomly assigned to the variety condition. Differing to initial expectations, the manipulation did not show any significant effect, but a trend towards lower preferences for the classic burger was recorded. Additionally, purchase intentions for the classic product were rated significantly lower than for the novel product. This variance in purchase intentions is partly explained by the participants' medium scores on general health interest and their low belief in the unhealthy-tasty intuition. The effects of the differentiation principle could not be replicated. It is assumed that the student sample scored high on openness upfront the study. Future research should aim for higher sample sizes and evaluate if one's interest in sustainability affects product preferences.

Keywords: differentiation principle, commitment, cognitive dissonance, variety-seeking

In the last 50 years we have experienced a world-wide increase in annual meat consumption from 31kg in 1960 to over 63kg per capita (Statista, 2019). In Austria meat consumption is highly above average with 93,8kg per capita (Statistik Austria, 2020). Consuming meat in high doses leads to increasing mortality rates, induced by diabetes, heart stroke and cancer (Lim et al., 2012; Springmann et al., 2016). Recommendations for our weekly nutrition indicate to consume no more than 300g meat per week (Österreichische Gesellschaft für Ernährung, 2020). In a year this would not be more than 15,6kg meat, which means the Austrian population is eating up to six times more meat than is healthy.

Besides those implications on our health, meat production and livestock are one of the major contributors to greenhouse gas emissions and climate change with up to 15% of all human-induced emissions. This is mostly due to methane and supply chain emissions, which consist of production, processing and transportation of feed. Cattle is producing the highest emission of all other livestock (Food and Agriculture Organization of the United Nations, 2013).

Recent trends in food industry try to unit those health and environmental concerns with the joy of eating meat. Plant-based meat surrogates and meat-reduced products have emerged in the food market promoting the same taste as meat, but being the healthier and more sustainable alternative (Beyond Meat, 2021; Hermann, 2021; Rebel Meat, 2020). However, such novel products tend to generally experience significant barriers entering the market and are not catching up with the preference for familiar products (Alves et al., 2018; Carpenter & Nakamoto, 1989; Florack et al., 2021; Kardes & Kalyanaram, 1992). Being longer on the market, classic products profit of setting a standard in their product category (Carpenter & Nakamoto, 1989). Thus, novel products will be compared with already existing alternatives and be mainly evaluated by their distinct attributes, which tend to be rather negative (Alves et al., 2017, 2018). Familiar, classic products benefit from a certain automaticity of purchase behaviour and the general tendency of consumers sticking to their

habits. Buying the standard, classic product means avoiding complex evaluation processes by easing the product decision and for the purpose of self-affirmation (Finkelstein et al., 2019; Labrecque et al., 2017). However, choosing a product also serves as an expression of one's values and characteristics. As the perceived self is responsible for future actions and behaviour, it also plays a significant role in the decision process (Berger & Heath, 2008; Markus & Kunda, 1986). This influence of the predominant self-concept leads to the research question of this thesis: How can market entry barriers for novel products be reduced by means of a specific self-concept?

Variety-seeking as a domain-specific personality trait puts a contrast to pursuing one's habits by the urge of trying out something unknown (McAlister & Pessemier, 1982; Van Trijp & Steenkamp, 1992). For the purpose of extending research on the consumer decision process in combination with the resistance towards novel products, I focused on the effect of a variety-seeking self-concept on purchase intentions and tastiness expectations for novel products. By means of this study, a variety-seeking self-concept was enhanced just before participants of the experimental group were asked to rate their preferences for a classic and a novel burger. For this purpose, I analyzed the effect of the induced intervention on purchase intentions and tastiness expectations for a classic and a novel burger. To assimilate my study to a real consumption decision, study participants rated burger types owning the same positive and distinct negative attributes. The enhancement of a variety-seeking self-concept might thus be part of future marketing strategies in order to overcome various challenges for novel products.

Theoretical Background

Challenges of Novel Products

Novel products experience high barriers when entering the market at a later stage, in comparison to products entering the market first. This phenomenon is named the pioneering advantage (Carpenter & Nakamoto, 1989). By entering the market first, pioneer products seem to set a standard for a certain product category and therefore gain a tremendous competitive advantage. For this reason, novel products are lagging behind in comparison to standard classic products (Carpenter & Nakamoto, 1989). Due to the effect of order, a deeper learning process occurs for products first entering the market. Those pioneer products provide new information, which is likely to be perceived as interesting and relevant to the consumer. Whenever another product of the same product category enters the market at a later stage, some attributes will be shared with the pioneer product. Consumers will perceive those shared attributes as less interesting and redundant. This learning aspect, influenced by the sequence of order, strengthens the benefits of a pioneer product (Kardes & Kalyanaram, 1992).

Recent studies have found further evidence that standard products are preferred over novel products due to the evaluation of their distinct attributes (Alves et al., 2018; Florack et al., 2021). Named as the *differentiation principle*, those findings predict the main focus during the evaluation process of two items, introduced at different points in time, lies on differences. Similarities between those items are, in contrast, disregarded (Alves et al., 2018). Whenever an attribute is shared between the two items, the attribute is more strongly linked to the frequent item that occurred earlier in time. According to the *common good phenomenon* positive attributes occur at a higher frequency than negative attributes do (Alves et al., 2017). Positive attributes are not only more frequent, but also more alike and for this reason likely to be redundant. Therefore, items tend to be easily comparable towards their positive attributes. Negative attributes have proven to be relevant for our well-being and are more diverse and rare (Alves et al., 2017). Negative information, such as a predator in former times, has always

been significant for our survival and more threatening than positive information.

Consequently, negative attributes are overrepresented among unique attributes. In terms of the evaluation of a novel item, positive attributes are likely to be shared with the classic item, whereas negative attributes tend to be different and outstanding (Alves et al., 2017). For this reason, novel items have a higher tendency to create negative impressions and are less likely to be chosen among already existing items (Alves et al., 2018).

Florack et al. (2021) tested these findings in examining the choice behaviour between two products - a classic meat burger and a novel meat-reduced burger. The burgers were each described with three positive and three negative attributes, randomly selected from a pool of attributes such as fresh, natural, handmade, crispy and boring, stale, dry, chewy. When the different burgers shared the same positive attributes and were distinct in terms of their negative attributes, the participants reported lower purchase intentions and tastiness expectations for the novel burger. In the negative overlap condition, when the negative attributes were shared and the positive attributes were unique, the purchase intentions and the tastiness expectations for the novel burger increased in comparison to the positive overlap condition. However, tastiness expectations and purchase intentions for the classic burger were still superior to the novel burger (Florack et al., 2021). This study strongly supports that shared positive attributes of a novel product are widely disregarded. Even with shared negative and unique positive attributes the classic product will finally be preferred over the novel product. Although, the novel product will be valued higher than in the positive overlap condition, it will not surpass the classic product and will be perceived at maximum at the same level.

A taste experiment imitating a real consumption situation confirms those findings. Positive attributes were more likely to be shared by products within the same product category than negative attributes. This overlap of positive attributes and differing negative attributes resulted in lower purchase intentions for the novel product (Kunz et al., 2021).

Self-Concept as a Moderating Factor

I assume that specific aspects of the self may lead to favour novel products in the consumer decision process. Bem's self-perception theory states that one's actions and behaviours are strongly related to self-perception (1972). Human-beings draw conclusions about their own self based on observations. By observing how others behave and act, we make assumptions about their inner states and feelings. In the same way, we are also monitoring our own actions and behaviours and then relate those to our self (Bem, 1972). As a consequence, we are acting in the manner we think a person with those characteristics and our perceived self-concept would act. Future actions and behaviours are therefore shaped by characteristics, that have been attributed to our self by observations (Kelley, 1967). However, one's self-concept is not necessarily stable and can vary depending on the situation (Markus & Kunda, 1986).

Behaviourial Influences of the Working Self-Concept

The working self-concept relates to a perceived self that is activated by the current situation (Markus & Kunda, 1986). The current predominant self-concept also determines our future decisions and behaviour. To give an example, a party will rather induce our outgoing and extroverted self, which will then form our subsequent behaviour. Furthermore, the working self-concept is dependend on previously activated self-concepts determined by experiences, external factors and the social environment (Markus & Kunda, 1986). An experiment by Fazio et al. (1981) showed that self-perception is strongly modulated by social interaction. At an interview posing questions to induce extraversion, such as "What would you do if you wanted to liven things up at a party?", the test subjects provided rather extroverted answers and showed significantly higher extraversion at subsequent behaviour than after questions inducing introversion, such as "What things do you dislike about parties?". The results of this study show, that social interaction influences our own self-perception and has effects on future behaviour. After having responded to questions inducing

introversion, the test subjects had less intentions to get in touch and communicate with other people in a subsequent test situation, than after questions inducing extraversion. The subjects' responses to the questions seem to have been internalized and thus affected their self-esteem and actions in future situations (Fazio et al., 1981).

Product choices are also determined by the working self-concept. Consumer decisions are strongly influenced by their observed self-identity, as the chosen product serves as a signal how others might see us. By choosing products that are consistent to the perceived self, it is ensured to communicate own values correctly to others (Berger & Heath, 2008).

Variety Seeking as an Important Aspect of the Self-Concept

Consumers will either choose a specific product because of pursuing their habits, cognitively evaluating different alternatives or seeking for variety (Adamowicz & Swait, 2013). Finkelstein et al. (2019) found evidence that choosing the familiar, standard product is related to self-affirmation. Consumers experiencing a self-threat tend to reduce their psychological discomfort by sticking to their habits. Variety-seeking will be hence inhibited in order to defend the perceived self. When experimentally inducing a self-threat, consumers chose fewer brands, than without experiencing a self-threat (Finkelstein et al., 2019). Whenever habit-seeking turns out to be prevalent, the decision in favor of novel products is clearly inhibited (Labrecque et al., 2017). Habit slips are defined as the “failure to use new products because of the tendency to fall back on existing habits” (Labrecque et al., 2017, p. 124). Regular and repeated use of classic products create a certain automaticity that eases the use of classic products. Consumers therefore often stick to their habits despite a general positive evaluation and intentions to use a novel product. Choosing novel products is rather avoided due to high switching costs (Labrecque et al., 2017).

However, over time sticking to one's habits can create a feeling of satiation, which is defined as “feeling full or feeling beyond capacity or desire” (Sevilla et al., 2019, p. 91). Habitual choices occur less often, as soon as they become boring and are characterized by

satiation (Van Trijp & Steenkamp, 1992). For this reason, the satisfying aspects of a variety-seeking approach come into the front and a simple preference in change can be the main goal during the decision process (Van Trijp & Steenkamp, 1992). Variety seeking is often linked to an optimal stimulation level by purchasing new products and a desire for something unknown (McAlister & Pessemier, 1982). Furthermore, a variety-seeking approach is associated with being interesting, open-minded and creative in contrast to being conservative and dull (Ratner & Kahn, 2002). Studies showed a higher extend of variety-seeking for decisions in a public context. The experimental design was about choosing a set of candy in a private or public condition. As a first step, the different candy brands were rated to measure general preferences. Then, study participants were asked to make a written order for five pieces of candy. In the private condition no-one else was able to see which kind of candy they ordered. Participants in the public condition were asked to hand over their written order to the person next to them, who was then collecting the candy for them. A more varied set of candy was chosen in the public condition, when participants had the feeling their decision was observed by others. To ensure a varied choice, the chosen set even included some non-favourite items. The higher variety in a public context was due to the fact that keeping favorites constant is seen as narrow-minded, whereas choosing different items expresses an open-minded and versatile self (Ratner & Kahn, 2002). Moreover, subjects highly monitoring their actions chose more variety, than low selfmonitors, when aiming to emphasize their decisions as to be interesting (Ratner & Kahn, 2002). Thus, a variety seeking tendency can not be classified as a general personality trait, but is domain-specific. As an example, one can always choose the same destination for vacation, but will still prefer trying out new food items (Van Trijp & Steenkamp, 1992). Consequently, the choice for novel products is clearly connected to a variety-seeking approach. A public context of the variety-seeking self further enhances the feeling of being open-minded and creates commitment to it.

Making Self-Aspects Public

The term commitment can be described as the binding to one's actions and behaviour in a process of attitude change (Kiesler & Sakumura, 1966). Commitment is especially enhanced in a public setting and by an irrevocable action. Therefore, people are more likely to stick to a certain behaviour, whenever they are observed by others. Additionally, the action is more binding if it is repeated and has high costs in terms of money, time or energy (Joule & Beauvois, 1998). A study about the discrepancy of liking animals but eating meat aimed to show the concept of commitment (Bastian et al., 2012). Meat-eaters, being reminded that food animals are only bred for the purpose of meat consumption, indicated lower mental capacities for food animals than meat-eaters being confronted with a positive rearing. By attributing fewer mental capacities to food animals, study participants showed commitment towards their decision of eating meat despite giving harm to beloved animals (Bastian et al., 2012).

Commitment to one's behaviour and actions is also a way to prevent feelings of cognitive dissonance. As soon as people are not performing in line with their beliefs and opinions and their behaviour is reluctant to their inner states, a feeling of cognitive discomfort will become prevalent. This mental state, which was named cognitive dissonance by Festinger (1957), is experienced as fairly unpleasant. As generally all feelings of discomfort are aimed to be minimized, people are striving to reduce this psychologically uncomfortable state. For this purpose, any information is avoided that is likely to increase this dissonance. By adapting beliefs to the monitored behaviour, the previous actions taken can be justified and the encountered dissonance can be minimized (Festinger, 1957; Harmon-Jones & Mills, 2019).

Dissonance is experienced especially at a high level, whenever the self-concept is threatened (Aronson et al., 1995). There is a general tendency to preserve a consistent, stable and predictable sense of self, to maintain a perception of competent self and morally good sense of self (Aronson, 1968, as cited in Aronson, 1992). This means, that a predominant variety-seeking self-concept will thus result in according subsequent behaviour, in order to

avoid feelings of dissonance. Steele (1988) explained people striving to maintain their experience of the self as a self-affirmation process. Inconsistency in self-perception would induce a threat to the self and create dissonance (Steele, 1988).

The same intentions of maintaining a specific self-concept are also prevalent during the purchase decision process. When choosing a product that is inconsistent to the perceived self and the currently active self-concept, cognitive dissonance will be experienced. Hence, to avoid this unpleasant feeling of cognitive dissonance, the product choice is adapted to be in line with the observed self. Consumers are therefore more likely to choose products that are in line with their self-concept and identity (Chugani et al., 2015). Results of an online study by Chugani et al. (2015) indicate commitment to an evoked self-concept in subsequent product ratings for the goal of avoiding cognitive dissonance. By means of this study Chugani et al. (2015) examined if the prevalent self-identity will have an effect on perceived enjoyment and satiation of a product. For this purpose study participants in the identity-prime condition were manipulated by enhancing their self-identity of being American. This was achieved by questions why being American is important to them and when they had been proud and emotional being an American. Participants in this condition showed slower satiation of a repeatedly presented painting by an American artist, than participants in the control condition. As a consequence of the repeated presentation, the overall enjoyment of all participants decreased. However, respondents in the identity consistent condition stated less feelings of satiation, than respondents in the control condition. As the reduction of enjoyment conflicted with their self-identity, all participants in the identity consistent condition experienced an increasing dissonance. This dissonance was aimed to be minimized, which finally resulted in less feelings of reported satiation (Chugani et al., 2015).

Hypothesis

An experimental setting shall answer the general research question of this thesis, if a novel product will be preferred over the standard alternative when a variety-seeking self-concept is prevalent. For this aim, the following study takes the differentiation principle as its basis to replicate real consumption situations by means of a positive overlap condition. I assume that a variety-seeking self-concept in a public setting has a positive effect on the purchase intentions of a novel product sharing positive attributes and differing in negative attributes with a classic product of the same product category. Markus and Kunda (1986) claim that every situation has the chance to activate a different self-concept and the current predominant self-concept influences decisions and behaviour. In order to avoid feelings of cognitive dissonance the activated self-concept will also be pursued in subsequent choices (Aronson et al., 1995). Inconsistent actions to the self-concept would threaten the self and create cognitive dissonance, which is experienced as an unpleasant state (Festinger, 1957; Steele, 1988).

The self-concept of variety-seeking has been chosen to be appropriate for enhancing a higher preference for novel products, as it is defined as the strive of choosing something new and unknown, in contrast to sticking to one's habits (McAlister & Pessemier, 1982; Van Trijp & Steenkamp, 1992). Variety-seeking is closely linked to a diverse, open-minded and interesting personality, in comparison to be conservative and dull (Ratner & Kahn, 2002). People aim to be positively perceived by others and therefore tend to strive for variety in social contexts (Ratner & Kahn, 2002). For this reason, the experimental setting of this study is intended to activate a variety-seeking self-concept by means of social desirability in a public context. By activating the self-concept of variety-seeking, it is supposed to extend the aim for seeking variety to the subsequent unrelated product evaluation and to overcome the effects of the differentiation principle. Further, it is assumed that a general preference for a

product is positively linked to purchase intentions. Hence, the first hypothesis shall be as follows:

H1: Consumers will indicate higher purchase intentions for a novel, healthier food option compared to a classic product, when a variety-seeking self-concept is activated and despite positive attributes between the novel and the existing food option are overlapping.

I assume that the general preference of a product can not only be measured by consumer's purchase intentions, but also by their tastiness expectations. According to the findings of a study in the U.S. unhealthy products were associated to a higher tastiness and thus resulted in a higher preference (Raghunathan et al., 2006). This might be based on an internal manifestation of things being "healthy" and "good for you" are contrary to "enjoyment", "fun" and "excitement". Internalizing this inverse relationship forms the belief in the unhealthy-tasty intuition, which subsequently has an effect on the actual enjoyment of the food item and furthermore on food choice (Raghunathan et al., 2006). In line with the differentiation principle, the unhealthy-tasty intuition would suppose higher tastiness expectations and preference for the classic burger of this study as the traditional burger type is generally associated with being unhealthy. In contrast, the novel burger is described as being healthy and would therefore be probable in line with lower preference ratings. However, recent findings show a healthy-tasty intuition to be prevalent in European countries (Haasova & Florack, 2019; Werle et al., 2013). In line with this approach, we believe that a European sample being triggered towards a variety-seeking identity will have a general preference for the novel, healthier product and thus create higher tastiness expectations. Therefore, the second hypothesis shall be defined as follows:

H2: Consumers will indicate higher tastiness expectations for a novel, healthier food option compared to a classic product, when a variety-seeking self-concept is activated and despite positive attributes between the novel and the existing food option are overlapping.

The Study

The study on hand shall examine if a variety-seeking self-concept results in higher purchase intentions and tastiness expectations of a novel product in comparison to a classic product, despite the positive overlap condition of attributes. As previous findings have shown, people are striving for variety whenever they feel observed and want to express being open-minded and interesting. To answer the research question of this thesis, an online study including a manipulation towards a variety-seeking self was conducted. The study consisted of two parts, which were announced to be two different studies by naming one researcher for each study. Both parts were created as an online questionnaire by using the software Unipark (<https://www.unipark.com/>). In the experimental group the first part was about to create a variety-seeking self-concept by provoking socially desirable answers. By this means, the participants were enhanced to rather describe themselves as being open for new experiences instead of being conservative. As the provided answers were stated to be published and visible to other participants, it has been intended to create a feeling of commitment. In order to avoid cognitive dissonance, it was supposed that the activated self-concept of being open-minded and thus variety seeking would then have an effect on the product evaluation in the second part of the study.

Method

Design and Participants

The study was conducted in the laboratory of economic psychology at the University of Vienna on three days in the end of May and beginning of June 2021. The experimental design of the study required a control and an experimental group. The experimental group was primed with a variety-seeking self-concept (variety condition), in contrast to the control group that was not primed (no-variety condition). Participants were randomly assigned to a group at the beginning of the study. Whereas the first part of the study differed between variety and no-variety condition, the second part was identical for both conditions. A within-

between subject design was prevalent, asking for the rating of purchase intentions and tastiness expectations of a classic and a novel burger. According to the natural sequence of market entry the classic burger was always presented at the first place, followed by the novel burger. The study including both parts took around 15 minutes to be completed. Based on the within-between subject design of this study with two measurements and two groups, the power analysis by *G*Power* with a medium effect assumed ($f = 0.25$) calculated a sample size of 34 (Faul et al., 2009). However, the total sample size was aimed to be between 50 and 70. Psychology students of the University of Vienna were recruited by email in exchange for course credits. Requirements for participation were fluent German skills, eating meat and not being on a diet. Those preconditions were necessary, as fluent German skills were essential for a proper understanding of the burger descriptions and the subsequent evaluation of the classic meat burger and the meat-reduced burger. In total 50 students were included in data analysis. The sample consisted of 27 female and 23 male participants. The mean age was 22.00 years, ranging from 18 to 44 years ($SD = 4.48$). Written consent was obtained from all participants in the beginning of the study. It was stated that participation is voluntary, and each participant was assured anonymity and confidentiality. The majority of participants (78%) indicated their high school degree to be the highest educational level. 20% already had a university degree and 2% had another formation. 22 participants were randomly assigned to the variety condition. Participants reported a medium level of general health interest with an average score of 4.2 ($SD = 1.06$) and a low belief in the unhealthy tasty intuition with an average score of 2.06 ($SD = 1.26$).

Procedure

Towards the participants the study had been announced to be two completely different studies, carried out at the same time for practical reasons. The first part of the online questionnaire contained a cover story about a new app, that requires some trial profiles before its official launch. The app was described to use an algorithm by means of psychological

variables and demographic data for matching user profiles. Users would then be able to connect and build relationships based on common interests and characteristics. Study participants were asked to create such a test profile for this app by completing the questionnaire. During the study it had been persistently stated that all provided data was handled anonymously, but officially posted in the app with the chosen username and thus be visible for all other users. This public setting intended to create a feeling of commitment. Additionally to choosing a username for the app and answering demographic questions, participants in the variety condition were primed with a variety-seeking self-concept.

The second part of the study consisted of the actual presentation and evaluation of a classic versus a novel burger with a positive overlap of attributes. In line with the real sequence of market entry, the classic meat burger was presented at first. For the description of each burger three positive and three negative attributes, stated to be derived from customer reviews, were randomly displayed from a pool of six positive (fresh ingredients, exquisite taste, nice and crispy at the bite, pleasant consistency, balanced composition, looks appealing) and six negative attributes (altogether slushy, rubbery at the bite, looks colorless, tastes seasoned one-sidedly, looks oily, boring composition). An example of such an item would be “Classic burger – customers often describe this classic burger as rubbery at the bite”. The attributes were used from a similar study design on the differentiation principle by Florack et al. (2021). The novel burger *Rebel Meat* was presented as recently introduced in the restaurant and with a revolutionary concept of modern nourishment. It was explained that new ingredients were supposed to create exciting taste experiences for consuming burgers in a healthier and more sustainable way. Just as for the classic burger, three positive and three negative attributes were randomly displayed to the participants for the purpose of describing the burger. According to the positive overlap condition, three positive attributes were identical to the ones previously used to describe the classic burger. The negative attributes were different and therefore unique to each burger description. After the general introduction of

each burger, participants rated their purchase intentions and tastiness expectations. Finally, the participants' general health interest, such as the belief in the unhealthy-tasty intuition were measured and demographic data was recorded. At the end of the study the participants were debriefed, and the purpose of both study parts was explained. The whole questionnaire is attached in [Appendix A](#).

Material

The variety-seeking manipulation consisted of a bogus question asking the participants which option better describes their personality: "I am very conservative and rather stick to my habits" or "I like being inspired from something new and be very open-minded". The answers were intentionally formulated extremely controverse to create socially desirable responses. For enhancing commitment to the response and consequently a variety-seeking self, the participants were asked to involve themselves even more by describing a situation in their own words, where they had acted openly and tried out something new. Subsequently, 10 items asking about openness for actions and openness for new insights had to be rated on a 4-stage Likert scale (1 = *not typical for me* , 4 = *typical for me*) (Polzhofer, 2016). As those items were part of the manipulation, the score on openness was not assessed in the no-variety condition and could therefore not be used as a manipulation check. Participants in the no-variety condition were only able to see and answer demographic questions.

Purchase intentions such as tastiness expectations were defined as dependent variables. After each burger description and based on the study design of Florack et al. (2021) participants rated their purchase intentions for the classic burger on a scale ranging from 1 to 7: "Could you imagine trying the classic burger?" (1 = *not at all*, 7 = *very well*) and "If you wanted to buy a burger at a restaurant, how likely is it that you would choose the classic burger?" (1 = *not at all likely*, 7 = *very likely*; Cronbach's alpha = .82). Three questions on the expectations on tastiness followed and had to be rated on a scale ranging from 1 to 10: "How delicate do you perceive the classic burger?" (1= *not at all delicate*, 10= *very delicate*), "How

much would you enjoy eating the classic burger?” (1 = *not at all*, 10 = *very much*) and “How tasty would you expect the classic burger to be?” (1 = *not at all tasty*, 10 = *very tasty*; Cronbach’s alpha = .91). The same order of questions followed after the general introduction of the novel burger. Two items asked for the purchase intentions (Cronbach’s alpha = .86) and in the same manner as for the classic burger respondents rated their tastiness expectations for the novel burger (Cronbach’s alpha = .95).

The belief in the unhealthy-tasty intuition and the general health interest of participants were included as control variables. The unhealthy-tasty intuition claims that a food item, presented as unhealthy enhances a better taste than a food item, that is presented as healthy (Raghunathan et al., 2006). In this study two items were used to test the explicit awareness of the belief in the unhealthy-tasty intuition. On a horizontal scale ranging from 1 to 9 (1 = *I don’t agree at all*, 9 = *I completely agree*; Cronbach’s alpha = .71) participants were asked to rate the following statements: “Products that are good for me, rarely taste good” and “Food can’t be made healthier without sacrificing taste” (Raghunathan et al., 2006). Eight items to measure the general health interest were used as a second control variable. Participants rated those items on a scale ranging from 1 to 7 (1 = *I don’t agree at all*, 7 = *I completely agree*; Cronbach’s alpha = .81). To give some examples, respondents were asked about their opinions on the value of a healthy and balanced nutrition, the importance of consuming a low amount of fat and having an emphasis on the daily intake of vitamins and minerals (Roininen et al., 1999).

Results

In order to test the hypotheses, the answers of all 50 study participants were analyzed by means of a mixed ANOVA with repeated measures. IBM SPSS Statistics for Macintosh, Version 27.0 was used for this purpose (IBM Corp, 2020). Tastiness expectations and purchase intentions served as dependent variables, whereas the two conditions were the

independent variable. The condition served as a between-subjects factor and the burger type as within-subjects factor. The results of purchase intentions and tastiness expectations were normally distributed. It was analyzed if the intervention showed a significant effect on the purchase intentions or tastiness expectations for the novel burger.

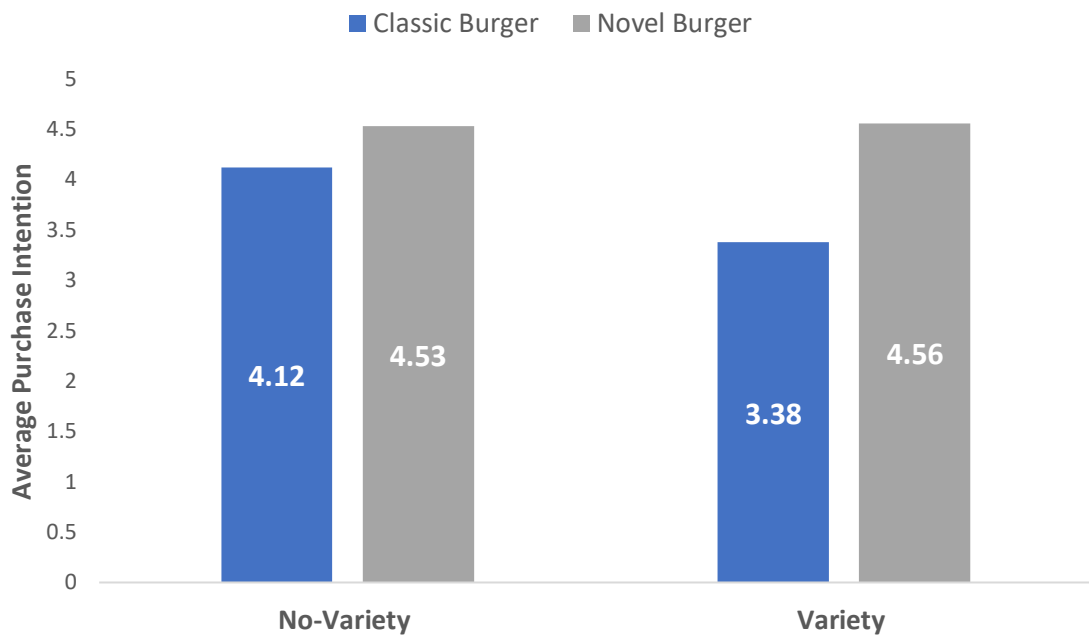
Preliminary analysis

86% of respondents in the variety condition chose the desired answer of describing their personality as being open-minded and ready to be inspired by something new. Except of one person, all described an adequate situation where they had acted openly and tried out something new. The answers referred to a journey to a distant country, trying out a new sport, connecting with new people and a new hairstyle. On the 4-stage Likert scale of openness for actions and openness for new insights participants of the variety-condition scored on average 3.34 ($SD = .38$). Due to those results it can be assumed that respondents were successfully triggered towards responses for being open-minded and thus a variety-seeking self-concept was enhanced by this manipulation.

Main findings

I assumed study participants in the variety condition having higher purchase intentions for the novel burger than participants in the no-variety condition (H_1). To test the first hypothesis, I computed a repeated-measures ANOVA with the manipulation as between-subjects factor and purchase intentions for the two different burgers as within-subjects factor. No significant interaction effect was found between the purchase intentions and the intervention, $F(1, 48) = 1.63$, $p = .21$, $\eta^2_p = 0.033$. Instead, results show significantly lower purchase intentions for the classic burger than for the novel burger in both conditions $F(1, 48) = 6.97$, $p = .01$, $\eta^2_p = 0.127$. As shown in Figure 1, respondents in the no-variety condition rated their purchase intentions for the classic burger with 4.12 ($SD = 1.43$) in comparison to purchase intentions of 4.53 ($SD = 1.62$) for the novel burger. This shows the trend of a higher preference for the novel burger even without the intervention. Respondents

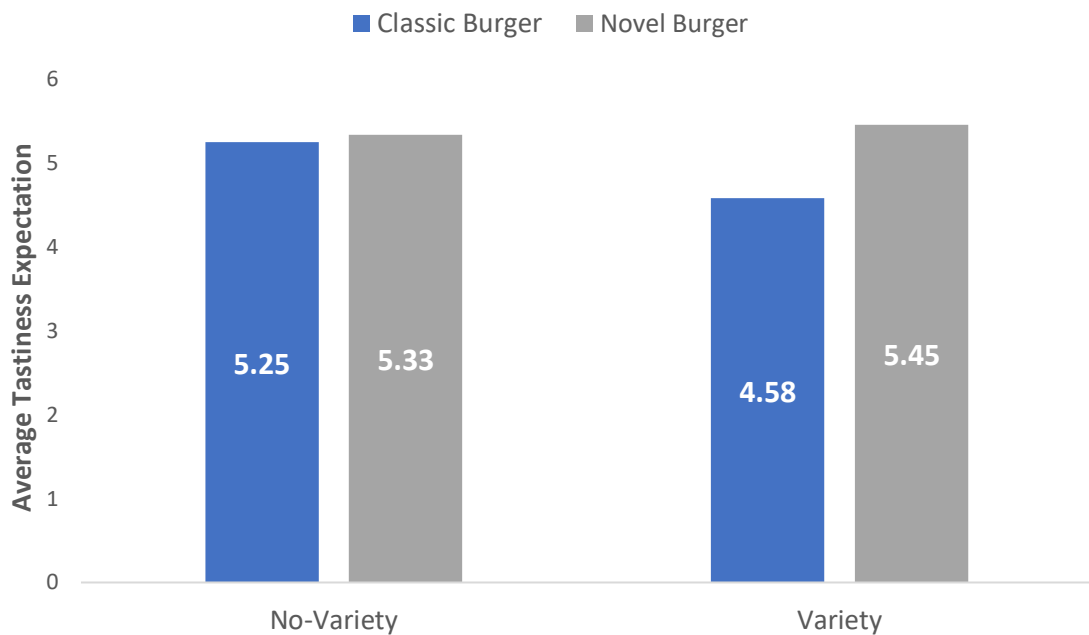
in the variety condition indicated on average 3.38 ($SD = 1.44$) purchase intentions for the classic burger, in comparison to 4.56 ($SD = 1.40$) for the novel burger. For this reason, a trend towards lower purchase intentions for the classic burger due to the manipulation can be recognized. This trend did not turn out to be significant but is consistent with the first hypothesis. Due to the manipulation towards a variety-seeking self, participants seem not to have increased purchase intentions for the novel burger, but instead have decreased purchase intentions for the classic burger. When controlling for the belief in the unhealthy-tasty intuition and the general health interest as covariates, the interaction effect of the manipulation remained not significant $F(1, 46) = 1.22, p = .28, \eta^2_p = 0.026$ and the difference in purchase intentions depending on the burger type turned not significant $F(1, 46) = .36, p = .55, \eta^2_p = 0.008$. The variance between purchase intentions of classic and novel burger can therefore be related to the general health interest of participants and the absence of the belief in the unhealthy-tasty intuition.

Figure 1*Average Purchase Intention as Function of Burger Type*

Note. A significant difference in purchase intentions can be recognized depending on the burger type. There is a trend of lower purchase intentions for the classic burger in the variety-condition compared to the no-variety condition.

Furthermore, I assumed participants of the variety condition having higher tastiness expectations for the novel burger in contrast to participants not being exposed to an intervention (H_2). I expected tastiness expectations for the classic burger to remain stable in both conditions. By the same means as for H_1 , I conducted a repeated-measures ANOVA with the manipulation as between-subjects factor and tastiness expectations as within-subjects factor. No significant interaction effect was found between the tastiness expectations and the intervention, $F(1, 48) = 1.46$, $p = .23$, $\eta^2_p = 0.030$. However, as shown in Figure 2, a trend towards lower tastiness expectations for the classic burger can be recognized in the variety condition compared to the no-variety condition. Tastiness expectations for the classic burger in the no-variety condition were rated on average with 5.25 ($SD = 1.94$), whereas participants

in the variety condition expected a slightly lower taste for the classic burger 4.58 ($SD = 1.79$). Those results show the same tendency as for H_1 resulting in the assumption of a lower preference for the classic burger due to the manipulation. Contrasting to initial expectations, tastiness expectations for the novel burger remained rather stable, but slightly higher than tastiness expectations for the classic burger in both conditions. In the no-variety condition tastiness expectations for the novel burger were on average 5.33 ($SD = 1.92$), in contrast to tastiness expectations of 5.45 ($SD = 1.78$) in the variety-condition. However, the difference in tastiness expectations depending on the burger type was not significant $F(1, 48) = 2.14$, $p = .15$, $\eta^2_p = 0.043$. When controlling for the belief in the unhealthy-tasty intuition and the general health interest as covariates, the interaction effect on the tastiness expectations remained non-significant, $F(1, 46) = 1.08$, $p = .30$, $\eta^2_p = 0.023$. The covariates neither showed an influence on the non-significant difference of tastiness expectations depending on the burger type $F(1, 46) = 2.07$, $p = .16$, $\eta^2_p = 0.042$.

Figure 2*Average Tastiness Expectation as Function of Burger Type*

Note. The manipulation did not have a significant effect on the tastiness expectations for both burgers. Tastiness expectations for the classic burger show a trend to be lower in the variety condition than in the no-variety condition.

Exploratory results

Results of the exploratory analysis support the trend of a decreased preference for the classic burger in the variety-condition. As Table 1 shows, there is a strong negative correlation between the mean of openness and purchase intentions for the classic burger in the variety-condition ($r = -.480$, $p = .024$). The more participants stated to be open-minded, the less they intended to purchase the classic burger. A similar interaction was found between the ratings in openness and tastiness expectations for the classic burger. A strong negative correlation shows that the more open-minded the less tasty the respondents expected the classic burger to be ($r = -.566$, $p = .006$). This indicates a trend of high openness ratings having a lower preference for the classic burger and supports the findings of lower scores on tastiness expectations and purchase intentions for the classic burger in the variety condition.

Correlations on openness and purchase intentions for the novel burger were not significant ($r = .098$, $p = .665$), such as tastiness expectations for the novel burger ($r = -.038$, $p = .866$).

Furthermore, a strong negative correlation between the mean of openness and the belief in the unhealthy-tasty intuition ($r = -.590$, $p = .004$) was found. The more the respondents stated to be open for new actions and insights, the less they indicated to believe in the unhealthy-tasty intuition. Not believing in the unhealthy-tasty intuition might explain the lower preference for the classic burger of participants in the variety-condition.

Correlations on openness are based on respondents in the variety condition, as the questions concerning openness were only posed in this group ($N = 22$).

Table 1

Pearson Correlations with Openness

Variable	Pearson correlation	Significance (2-tailed)
Belief unhealthy-tasty intuition	-.590**	.004
PI_classic	-.480*	.024
PI_Reb	.098	.665
TE_classic	-.566**	.006
TE_Reb	-.038	.866

Note. $N = 22$. PI = Purchase intentions; TE = tastiness expectations; classic = classic burger;

Reb = Rebel Meat burger

* $p < .05$. ** $p < .01$.

Additionally, among all study participants ($N = 50$) a strong positive correlation between purchase intentions and tastiness expectations for the classic burger was found ($r = .771$, $p < .001$). This goes hand in hand with a strong positive correlation between purchase intentions and tastiness expectations for the novel burger ($r = .815$, $p < .001$). Both results support the expectation that higher tastiness expectations imply stronger purchase intentions.

However, purchase intentions of all study participants ($N = 50$) seem to be different respective to gender. A strong correlation has been found for men having higher purchase intentions for the classic burger than women ($r = .541$, $p < .000$). This might imply a difference in gender concerning the preference of classic versus novel products or meat-heavy versus healthier, meat-reduced food.

Discussion

Novel products offering a healthier and climate friendlier alternative to classic meat products have not yet surpassed the general preference for classic products (Alves et al., 2018; Carpenter & Nakamoto, 1989; Florack et al., 2021; Kardes & Kalyanaram, 1992). Novel products are usually compared with the traditional one and evaluated by their differing negative attributes (Alves et al., 2017). The main purpose of this study had been to find out if a variety-seeking self-concept is able to reduce market entry barriers and increase consumer preferences for novel products despite an overlap of positive attributes and differing negative attributes. Results show no significant effect of the variety-seeking manipulation on the preference for the novel product, neither in terms of purchase intentions, nor in terms of tastiness expectations. However, I found a significant difference in purchase intentions depending on the burger type. Participants indicated higher purchase intentions for the novel burger than for the classic burger. Despite of the non-significant manipulation effect, a trend towards lower ratings for the classic burger in the variety-condition, compared to the no-

variety condition can be recognized. Correlations support this trend, such as the more open-minded the respondents were, the less they preferred the classic burger. So, instead of increasing the preference for the novel product it seems that the variety-condition has lowered the ratings for the classic product. The hypothesis can therefore not entirely be supported, but also not rejected.

Results of the preliminary analysis indicate that the manipulation successfully triggered a variety-seeking self-concept. Differing to initial expectations, this resulted in a trend towards lower ratings for the classic product and showed no effect on the ratings for the novel product. The trend towards a decreased preference for the classic product in the variety-condition can be ascribed to the prevention of cognitive dissonance (Festinger, 1957; Steele, 1988). The manipulation triggered a self-concept of being open-minded and the classic burger opposed a threat to this predominant self-concept. Participants of the variety-condition might have scored the classic burger lower than participants in the non-variety condition, as the traditional, classic burger did not correspond to express their activated values of being open-minded, interesting and variety-seeking (Berger & Heath, 2008; Ratner & Kahn, 2002). The classic burger might have seemed boring to them and created a feeling of satiation (Van Trijp & Steenkamp, 1992). For this reason, positive attributes of the classic burger seem to have been disregarded. To reduce cognitive dissonance, participants indicated lower purchase intentions for the classic burger. Due to the sequence of order and the initial presentation of the classic burger, cognitive dissonance was adequately opposed already before the rating of the novel burger. Ratings for the novel burger were thus not affected by this dissonant feeling.

The generally higher preference for the novel burger might be due to a situational self-concept of all participants influencing their behaviour in the product evaluation process (Markus & Kunda, 1986). I assume that participants of both conditions scored above average in openness and variety-seeking upfront the study and the intervention. Participating at officially two unknown studies and actively engaging for it by personally coming to the

research room might have already activated the self-concept of being open-minded and variety seeking at all respondents, though only intended for the variety-condition. Moreover, the first study claimed the participants being the first testing a new App. The study participation itself and the feeling of trying out something new could have already activated a self-concept of being open-minded and variety-seeking. This might be a reason for the non-significant manipulation effect and the significantly higher purchase intentions for the novel burger. It seems that the self-concept of being open-minded had already been active and the classic burger opposed a threat to the self-concept in both conditions. The affirmation of a self-concept is said to also affect unrelated domains if a cognitive dissonance needs to be avoided (Aronson et al., 1995). To mitigate cognitive dissonance in both conditions the classic burger was less preferred compared to the novel burger by significantly lower purchase intentions. However, in the variety-condition the self-concept of being open-minded and variety seeking was strengthened even more and at least a tendency of decreasing purchase intentions and tastiness expectations for the classic burger was found. Aronson et al. (1995) would explain the low ratings for the classic burger by expressing a distance to a contradictory behaviour or decision. Thus, the variety-seeking intervention might have resulted in even lower ratings for the classic burger, in order to avoid cognitive dissonance. Against initial expectations and the assumptions of the hypothesis, no increase in ratings of the novel burger was found in the variety-condition. However, when assuming that the self-concept was actually prevalent in both conditions upfront the study, this significant difference in lower ratings for the classic burger than for the novel burger might have been enough to affirm the self-concept of being open-minded and variety-seeking.

This general higher preference for the novel burger contrasts with findings of the differentiation principle (Alves et al., 2018; Florack et al., 2021). The effects of a positive overlap condition, with same positive and differing negative attributes, resulted in lower purchase intentions for the novel burger in real consumption situations (Kunz et al., 2021).

However, the study on hand could not replicate those findings, as participants reported higher purchase intentions for the novel burger than for the classic burger. This implies the failure of testing the interactions of the differentiation principle. The study outline was limited to the overlap of positive attributes of the two products. To test the differentiation principle properly a comparison to the rating of the two products with an overlap of negative attributes would have been required. According to the differentiation principle classic and traditional products are preferred over novel products, whenever positive attributes are overlapping and negative attributes are unique (Alves et al., 2018). As results from previous studies already proved this principle, the research design of the study on hand was only based on positive attributes overlapping and negative attributes being unique (Florack et al., 2021). For this reason, it might be that the differentiation principle was not tested accordingly and thus results cannot be used as an adequate trial to overcome the usual effects.

Controlling the covariates of the general health interest and the belief in the unhealthy-tasty intuition, shows an effect on the variance in purchase intentions for the two burgers. This means, that the higher rating for the novel burger can at least partly be related to participants' medium score in general health interest and their low ratings in the belief of the unhealthy-tasty intuition. The healthy description of the novel burger might thus have had an influence on study participants' purchase intentions. The significantly higher purchase intentions for the novel product such as the influence of the covariates support the prevalence of the healthy-tasty intuition in European countries (Haasova & Florack, 2019; Werle et al., 2013). As the novel burger was described as being healthy, respondents might thus have concluded a higher product quality. As one of the requirements of participating in the study were fluent German skills, one might argue that the results on hand are culture specific and might differ in another country. Organic food products, just like healthy products, can enhance different tastiness expectations depending on the respective culture. Recent numbers and figures show that there is a constant increase in the consumption of organic food products

in Austria. In 2020 organic food products experienced a rise of 17% in Austria with an amount of 189.238 tons in comparison to the year 2019 (Statista, 2021). The RollAMA survey in 2021 showed that the market penetration of organic food products is up to nearly the whole Austrian population (96%) (AMA Marketing, 2021). Especially young women are generally consuming a higher rate of organic products in contrast to men (AMA Marketing, 2021). Study results about Austrian food habits indicate men having a higher meat consumption and fat intake than women (Rust et al., 2017). Assuming that the classic burger is generally associated with consisting of a meat patty and being rather fat, those results are in line with the correlation on hand between male respondents having higher purchase intentions for the classic burger than women.

Apart from the healthy description of the novel burger, it has also evoked associations of being sustainable and exciting. Those aspects might have especially attracted the young sample, with a mean age of 22 years. A qualitative study with the majority of participants living in Vienna, indicates that food habits are formed in childhood. Adults being raised with a high value of organic and regional ingredients, will continue this food lifestyle unless the atmosphere in childhood has not been repressant but tolerant (Brunner, 2009). As there has been a rise of organic food products since the last decade in Austria, the sample might have been influenced by this trend from a young age on. The young sample is thus more likely to have been raised in this manner and to keep sticking to organic food habits in their adulthood. Also regional food products have experienced a rise, as they have become unknown and extraordinary in the past decades of global products and international food offerings like burger, pizza and Asian noodles (Kofahl & Jahnke, 2020). Food products from regional production are believed to have the highest potential to experience an increase in the future (AMA Marketing, 2021). As the novel burger was described to consist of regional ingredients this might have had a major impact on higher ratings in contrast to the classic burger.

Limitations and future research

As the sample only consisted of students the results cannot be seen as representative. At the time of the study all participants were subscribed as Bachelor students of Psychology and had a highschool degree or equivalent; so an educational level above average. Recent findings show that the higher the educational level, the more often organic products are consumed (AMA Marketing, 2021). Kofahl and Jahnke (2020) claim food habits to be identity-forming by emphasizing one's social status. Therefore, choosing the regional product might also serve as a sign of one's educational level and consciousness of a healthy and environmentally-friendly nutrition. The young student sample might have thus distort the results by indicating a higher preference for the novel product.

Furthermore, the final sample size of 50 could have been not sufficient as the effect size of the manipulation might be lower than expected. At the initial calculation with *G*Power* a moderate effect size ($f = 0.25$) and a power of .8 was assumed. With those assumptions the sample size resulted in 34. When assuming a low effect size ($f = 0.1$) a sample of 200 respondents is required. Therefore, it can be concluded that a higher sample size might have turned results significant. Nonetheless, in this period of time and by means of using the LABS system no more than 50 respondents could be engaged for participating in the study. This might be due to the requirements of eating meat, being not on a diet and fluently speaking German. A total of 22 respondents registered for the study but then cancelled their participation because of not meeting all premises. On all three dates of the study enough time slots were open for any further registrations, but still not more than 50 respondents finally took part in the study. COVID restrictions at the time of the study implicated online classes without exception and for this reason some students might not have stayed in Vienna. Even though the survey was conducted in the middle of the term, university facilities were calm and empty. Probably a higher sample size could have been attained in no COVID times and

during a semester with personal attendance, so students are around and easily come by for a 15 minutes study.

Future studies should therefore strive for a higher number of participants and consider a longer survey period for this matter. Additionally, the intervention design should be revised in future research. Because of actively engaging to take part in a study announced as an unknown product test, the self-concept of variety-seeking and openness might have been activated in both conditions. A more natural and unexpected setting could avoid this possibility. As an example, the survey could be conducted right after a class with students still sitting in the lecture hall. Moreover, sustainability and regionality as additional control variables would be of importance. As environmental concerns are one of the major future trends also in food industry, it is essential to find out if a high environmental interest and favor for regional and sustainable products has impacts on product choice.

Conclusion

The major challenge of the 21st century is definitely climate change, which requires all individuals to act and re-think their lifestyles. Having not only a high environmental impact, but also implications on health, a balanced nutrition is one part of necessary changes. Recommended meat consumption is much lower than the current rate in Austria, and thus it is required to strive for more sustainable food products, containing less or no meat. As novel products are usually less preferred than classic products, there is a need to find a way to shape consumer preferences in the right direction. The purpose of this study therefore can be seen as a nudge, which reflects the urge to guide individuals towards a longer, healthier and better life and more rational decisions (Thaler et al., 2009). Results of this study show the tendency of a variety-seeking self-concept having a negative influence on the product ratings of a classic, traditional product in contrast to a novel, meat-reduced, healthier and more sustainable alternative. Those findings should be used for the basis of future elaborations in order to form purchase decisions in line with adequate health and sustainability goals.

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Appendix

Appendix A: Questionnaire

Fragebogen

1 VpnNr

Vpn Nr

2 ExpStudie

Liebe Teilnehmerin, lieber Teilnehmer,

herzlichen Dank für Ihre Bereitschaft, an unserer kurzen Studie teilzunehmen.
Die Studie wird vom Arbeitsbereich Angewandte Sozialpsychologie und Konsumentenverhaltensforschung der Universität Wien durchgeführt.

Im Folgenden werden Sie gebeten einige Angaben zu Ihrer Person zu machen, um die Testung einer neuen psychologischen App zur Kontaktfindung zu unterstützen.

Es ist für uns wichtig, dass Sie alle Fragen beantworten. Wenn Sie sich bei einer Frage nicht ganz sicher sind, kreuzen Sie einfach das Feld an, das am ehesten zutrifft. Es geht um Ihre persönliche Einschätzung, es gibt keine richtigen oder falschen Antworten.

Die Studie dient ausschließlich wissenschaftlichen Zwecken. Die Befragung wird vom Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft der Universität Wien durchgeführt. Alle Informationen, die wir von Ihnen erhalten, werden vertraulich behandelt und anonymisiert ausgewertet, sodass keine Rückschlüsse auf Ihre Person möglich sind.

- Im Rahmen der Studie werden Ihre Daten kodiert, d.h. im Falle der Abfrage von persönlichen Daten (z.B. Name; IP-Adresse; etc.), werden diese strikt von den Untersuchungsdaten (z.B. Fragebogendaten) getrennt. Durch diese Kodierung wird im Rahmen der wissenschaftlichen Auswertung kein Unbefugter Ihre persönlichen Daten erhalten. Nach Beendigung der Untersuchung werden alle Daten gelöscht, die einen Bezug zu Ihrer Person erlauben. Die Daten werden nicht an Personen weitergegeben, die an der Studie nicht beteiligt sind. In eine mögliche Veröffentlichung der Resultate der Untersuchung gehen die Daten anonymisiert ein. Wir sichern Ihnen zu, dass alle von uns erhobenen Daten entsprechend dem Datenschutzgesetz geschützt werden.

Bei Fragen zur App wenden Sie sich bitte an Niklas Pivecka unter niklas.pivecka@univie.ac.at.

Mit dem Klicken des "Weiter"-Buttons, bestätigen Sie, die Einleitung gelesen zu haben, und willigen ein, an dieser Studie teilzunehmen:

"Ich bin damit einverstanden, dass meine Angaben ausschließlich für wissenschaftliche Zwecke am Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft aufbewahrt und ausgewertet werden. Nach Beendigung des Forschungsvorhabens werden alle Daten gelöscht, die einen Bezug zu meiner Person erlauben."

Vielen Dank für Ihre Teilnahme an der Studie!

3 Einführung

Die App Socialize soll Personen verhelfen **Gleichgesinnte mit ähnlichem psychologischem Profil kennenzulernen**. In der App kann man gefiltert nach Interessensgebieten diverse Profile und Persönlichkeiten einsehen. Ein Algorithmus vereinfacht die Zuordnung durch Kontaktvorschläge. So ist es auf einen Blick möglich Gleichgesinnte zu erkennen, um zusammen Sport zu machen, zu lernen oder sich nur online über gemeinsame Interessen auszutauschen.

Um dem Algorithmus hinter der App noch den letzten Schliff zu geben, ist es nötig diesen mit einigen Testprofilen zu überprüfen. Wir bitten Sie daher ein unverbindliches Profil für diese App mittels der nachfolgenden Fragen zu erstellen. **Alle Angaben werden anonymisiert in der App zur öffentlichen Ansicht freigeschaltet**. Alle Teilnehmenden können somit jegliche Persönlichkeitseigenschaften einsehen.

Falls es zu einem Match mit einer anderen Person kommt, erfolgt eine automatische Benachrichtigung per Email und es besteht die Möglichkeit eines Austauschs der Kontaktdaten.



4 Demographie

Sie können nun Ihr Profil für die App gestalten.

Alle Daten, die Sie hier eingeben, werden in der App unter Ihrem gewählten Benutzernamen angezeigt und sind für alle NutzerInnen ersichtlich.

Geben Sie bitte hier Ihren Benutzernamen ein:

Bitte wählen Sie eines oder mehrere Bilder, mit denen Sie sich identifizieren können:

☐ Antwortoption 1

- ☐ Antwortoption 2
- ☐ Antwortoption 3
- ☐ Antwortoption 4
- ☐ Antwortoption 5

Welches Geschlecht haben Sie?

- ☐ weiblich
- ☐ männlich
- ☐ anderes

Bitte geben Sie Ihr Alter in ganzen Zahlen an:

5 Demographie Teil 2

Alle Daten, die Sie hier eingeben, werden in der App unter Ihrem gewählten Benutzernamen angezeigt und sind für alle NutzerInnen ersichtlich.

Wie ist Ihr derzeitiger Beziehungsstand?

- ☐ verwitwert
- ☐ ledig
- ☐ in einer Beziehung
- ☐ verheiratet
- ☐ geschieden

Haben Sie Kinder?

- ☐ Ja
- ☐ Nein

Welchen höchsten allgemeinbildenden Schulabschluss haben Sie?

- ☐ Ich bin ohne Abschluss von der Schule abgegangen
- ☐ Ich habe einen Abschluss einer Pflichtschule (z.B. Hauptschule oder entsprechende Stufe einer anderen Schulform)
- ☐ Ich habe einen Realschulabschluss oder einen vergleichbaren Abschluss
- ☐ Ich habe einen Abschluss einer Fachschule oder berufsbildenden Schule
- ☐ Ich habe die allgemeine oder fachgebundene Hochschulreife / Abitur / Matura oder die Fachhochschulreife
- ☐ Ich habe einen Universitäts- oder Fachhochschulabschluss (Bachelor, Master, Diplom, Magister, Lizentiat, Staatsexamen, Promotion, Habilitation oder andere)
- ☐ Ich habe einen anderen Schulabschluss und zwar

Welche berufliche Stellung trifft derzeit auf Sie zu?

(Mehrere Antwortoptionen möglich)

- ☐ Ich bin Angestellte(r)
- ☐ Ich bin Arbeiter(in)
- ☐ Ich bin Akademiker(in) in freiem Beruf (Arzt/Ärztin, Rechtsanwalt/-anwältin, Steuerberater/in u. ä.)
- ☐ Ich bin selbständig (Handel, Gewerbe, Handwerk, Industrie, Dienstleistung, Landwirtschaft)
- ☐ Ich bin Beamter/Beamtin, Richter(in), Berufssoldat(in)
- ☐ Ich bin künstlerisch tätig
- ☐ Ich bin in Ausbildung (Schule, Lehre, Studium, weitere Ausbildungen)
- ☐ Sonstiges

6 Offenheit

Alle Daten, die Sie hier eingeben, werden in der App unter Ihrem gewählten Benutzernamen angezeigt und sind für alle NutzerInnen ersichtlich.

Was trifft eher auf Sie zu?

- ☐ Ich bin sehr konservativ und bleibe lieber bei meinen Gewohnheiten.
- ☐ Ich lasse mich von Neuem inspirieren und habe eine sehr offene Einstellung.

Beschreiben Sie nun bitte eine vergangene Situation, in der Sie aus sich herausgegangen sind und etwas anderes ausprobiert haben:

Es folgen nun einige Schlagworte oder Redewendungen, die sich auf Persönlichkeitseigenschaften beziehen. Bitte geben Sie an, inwieweit Sie diese als für Sie typisch empfinden.

„Untypisch“ bedeutet, dass die Beschreibung nur selten oder überhaupt nie auf Sie zutrifft, „Typisch“ bedeutet, dass die Beschreibung in den meisten Situationen auf Sie zutrifft.

	untypisch für mich	eher untypisch für mich	eher typisch für mich	typisch für mich
an neuen Erkenntnissen interessiert	☐	☐	☐	☐
begeisterungsfähig	☐	☐	☐	☐
Dinge gerne ausprobieren	☐	☐	☐	☐
offen für neue Aktivitäten	☐	☐	☐	☐
neues Wissen erwerben wollen	☐	☐	☐	☐
	untypisch für mich	eher untypisch für mich	eher typisch für mich	typisch für mich
offen für Vorschläge	☐	☐	☐	☐
neue Freizeitaktivitäten ausprobieren	☐	☐	☐	☐
andere Werthaltungen tolerieren können	☐	☐	☐	☐
neue Speisen ausprobieren	☐	☐	☐	☐
offen für neue Meinungen und Ansichten	☐	☐	☐	☐

Vielen Dank für die Erstellung Ihres Testprofils!

7 Ende

Ihre Angaben werden nun zur Testung der App Socialize veröffentlicht und sind von allen Teilnehmenden unter Ihrem gewählten Benutzernamen ersichtlich.

Bei Fragen zur App wenden Sie sich bitte an Niklas Pivecka unter niklas.pivecka@univie.ac.at

Bitte klicken Sie nun auf Weiter, um zur zweiten Studie zu gelangen.

8 Informed Consent

Liebe Teilnehmerin, lieber Teilnehmer,

herzlichen Dank für Ihre Bereitschaft, an unserer kurzen Studie teilzunehmen. Die Studie wird vom Arbeitsbereich Angewandte Sozialpsychologie und Konsumentenverhaltensforschung der Universität Wien durchgeführt.

In dieser Studie beschäftigen wir uns mit der Bewertung von Speisen.

Es ist für uns wichtig, dass Sie alle Fragen beantworten. Wenn Sie sich bei einer Frage nicht ganz sicher sind, kreuzen Sie einfach das Feld an, das am ehesten zutrifft. Es geht um Ihre persönliche Einschätzung, es gibt keine richtigen oder falschen Antworten.

Die Studie dient ausschließlich wissenschaftlichen Zwecken. Die Befragung wird vom Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft der Universität Wien durchgeführt. Alle Informationen, die wir von Ihnen erhalten, werden vertraulich behandelt und anonymisiert ausgewertet, sodass keine Rückschlüsse auf Ihre Person möglich sind.

- Im Rahmen der Studie werden Ihre Daten kodiert, d.h. im Falle der Abfrage von persönlichen Daten (z.B. Name; IP-Adresse; etc.), werden diese strikt von den Untersuchungsdaten (z.B. Fragebogendaten) getrennt. Durch diese Kodierung wird im Rahmen der wissenschaftlichen Auswertung kein Unbefugter Ihre persönlichen Daten erhalten. Nach Beendigung der Untersuchung werden alle Daten gelöscht, die einen Bezug zu Ihrer Person erlauben. Die Daten werden nicht an Personen weitergegeben, die an der Studie nicht beteiligt sind. In eine mögliche Veröffentlichung der Resultate der Untersuchung gehen die Daten anonymisiert ein. Wir sichern Ihnen zu, dass alle von uns erhobenen Daten entsprechend dem Datenschutzgesetz geschützt werden.

Bei Fragen zur Studie können Sie sich gerne an Karina-Anna Karpf unter a01151567@unet.univie.ac.at melden.

Mit dem Klicken des "Weiter"-Buttons, bestätigen Sie, die Einleitung gelesen zu haben, und willigen ein, an dieser Studie teilzunehmen:

"Ich bin damit einverstanden, dass meine Angaben ausschließlich für wissenschaftliche Zwecke am Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft aufbewahrt und ausgewertet werden. Nach Beendigung des Forschungsvorhabens werden alle Daten gelöscht, die einen Bezug zu meiner Person erlauben."

Vielen Dank für Ihre Teilnahme an der Studie!

Hier platzieren Sie den Text für Ihre Frage.

Hier erläutern Sie, wie die Frage ausgefüllt werden soll (optional).

9 Diät

Machen Sie derzeit eine Diät?

- ☐ ja
- ☐ nein

Essen Sie Fleisch?

Wie oft oder viel Sie Fleisch konsumieren ist hier nicht wichtig, es geht nur darum ob Sie generell Fleisch essen.

- ☐ ja
- ☐ nein

10.1 Filter

Aufgrund Ihrer Angaben fallen Sie leider nicht in die relevante Zielgruppe für diese Studie.

Da wir die Wahrnehmung von verschiedenen Burgern untersuchen, benötigen wir nur Teilnehmer, die nicht auf Diät sind und sich nicht fleischlos ernähren.

Wir danken Ihnen trotzdem sehr herzlich für Ihre Bereitschaft teilzunehmen!

11 Einleitung Gruppe A

Innen wird nun ein klassischer Burger eines Burger-Restaurants und die Bewertungen einiger Gäste vorgestellt.

Bitte schauen Sie sich die Eigenschaften des Burgers genau an. Nachdem wir Ihnen den Burger vorgestellt haben, werden wir Sie bitten diesen zu bewerten.

12 Erinnerung klassischer Burger

Klassischer Burger

13.1 Gruppe A

Speise:

Klassischer Burger

Gäste beschreiben den klassischen Burger oft als:

#LoopA_2#

14 Zusammenfassung_Attribute

Gäste beschreiben den klassischen Burger also oft als:

- #C_0056 #
- #C_0058 #
- #C_0057 #
- #C_0055 #
- #C_0059 #
- #C_0060 #

15 Purchase Intention TYPISCH

Könnten Sie sich vorstellen, den klassischen Burger zu probieren?

Überhaupt nicht

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

☐ 5

☐ 6

Sehr gut

☐ 7

Wenn Sie in einem Restaurant einen Burger kaufen möchten, wie wahrscheinlich wäre es, dass Sie den klassischen Burger auswählen würden?

Überhaupt nicht wahrscheinlich

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

Sehr wahrscheinlich

☐ 7

16 Bewertung_Geschmack_TYPISCH

Wie schmackhaft schätzen Sie den klassischen Burger ein?

gar nicht schmackhaft

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

sehr schmackhaft

☐ 10

Wie delikat schätzen Sie den klassischen Burger ein?

gar nicht delikat

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

sehr delikat

☐ 10

Wie sehr würden Sie es genießen, den klassischen Burger zu essen?

☐ gar nicht

1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

☐ sehr

☐ 10

17 Einleitung Gruppe B REBEL MEAT

Seit kurzem bietet das Restaurant auch einige Burger an, die auf dem "Rebel Meat"-Konzept basieren.

Dabei handelt es sich um einen revolutionären Ansatz des modernen Essens, bei dem neue Wege beschritten werden, um aufregende Geschmackserlebnisse zu erreichen. Es werden neue Zutaten verwendet, um das Konsumerlebnis besser und den Konsum gleichzeitig gesünder zu machen.

Das Fleisch stammt aus kleinen regionalen Landwirtschaften und durch die Verwendung von 50 Prozent weniger Fleisch werden bei der Herstellung weniger Ressourcen wie CO₂, Wasser und landwirtschaftliche Fläche beansprucht.

Das Ziel ist die Kreation aufregender und nachhaltiger Produkte für einen gesunden Planeten.

Sie sehen nun Bewertungen einer dieser "Rebel Meat"-Burger.

Bitte schauen Sie sich die Eigenschaften des Burgers wieder genau an. Nachdem wir Ihnen den Burger vorgestellt haben, werden wir Sie wieder bitten diesen zu bewerten.

18 Erinnerung Rebel Meat

Rebel Meat Burger

19.1 Gruppe B1

Speise:

Rebel Meat Burger

Gäste beschreiben den Rebel Meat Burger oft als:

#LoopB_2#

20 Zusammenfassung_Attribute

Gäste beschreiben den Rebel Meat Burger also oft als:

- #c_0061#
- #c_0065#
- #c_0063#
- #c_0064#
- #c_0062#
- #c_0066#

21 Purchase Intention REBEL MEAT

Könnten Sie sich vorstellen den Rebel Meat Burger zu probieren?

Überhaupt nicht

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

Sehr gut

☐ 7

Wenn Sie in einem Restaurant einen Burger kaufen möchten, wie wahrscheinlich ist es, dass Sie den Rebel Meat Burger auswählen würden?

Überhaupt nicht wahrscheinlich

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

Sehr wahrscheinlich

☐ 7

22 Bewertung_Geschmack_REBEL MEAT

Wie schmackhaft schätzen Sie den Rebel Meat Burger ein?

gar nicht schmackhaft

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

sehr schmackhaft

☐ 10

Wie delikat schätzen Sie den Rebel Meat Burger ein?

gar nicht delikat

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

sehr delikat

☐ 10

Wie sehr würden Sie es genießen den Rebel Meat Burger zu essen?

☐ gar nicht

- 1
○ 2
○ 3
○ 4
○ 5
○ 6
○ 7
○ 8
○ 9
sehr
○ 10

23 Info Board Skalen

Wir werden Ihnen nun noch einige Fragen zu Ihrem Verhalten sowie Ihren persönlichen Einstellungen stellen. Wir bitten Sie, ehrlich und spontan zu antworten. Es geht nur um Ihre Selbsteinschätzung und Ihre Meinung. Es gibt daher keine richtigen oder falschen Antworten.

24 Explicitness of believe

Bitte geben Sie an, wie sehr Sie mit den Aussagen übereinstimmen:

[illegible]

25 general health interest

Bitte geben Sie an, wie sehr Sie mit den Aussagen übereinstimmen:

[illegible]

Ich meide Lebensmittel auch dann nicht,
wenn sie eventuell meinen
Cholesterinspiegel erhöhen.

☐ ☐ ☐ ☐ ☐ ☐ ☐

26 Allergien

Haben Sie Lebensmittelunverträglichkeiten und / oder Allergien?

- ☐ ja
☐ nein

27 Demographie 1

Welches Geschlecht haben Sie?

- ☐ weiblich
☐ männlich
☐ anderes

Bitte geben Sie Ihr Alter in ganzen Zahlen an:

Ist Deutsch ihre Muttersprache?

- ☐ Ja
☐ Nein

28 Demographie 2

Wenn Deutsch nicht Ihre Muttersprache ist, wie gut sprechen Sie deutsch?

- ☐ So gut wie meine Muttersprache
☐ Sehr gut
☐ Gut
☐ Mäßig
☐ Nicht so gut
☐ Sehr schlecht

Welche berufliche Stellung trifft derzeit auf Sie zu?

(Mehrere Antwortoptionen möglich)

- ☐ Ich bin Angestellte(r)
☐ Ich bin Arbeiter(in)
☐ Ich bin Akademiker(in) in freiem Beruf (Arzt/Ärztin, Rechtsanwalt/-anwältin, Steuerberater/in u. ä.)
☐ Ich bin selbständig (Handel, Gewerbe, Handwerk, Industrie, Dienstleistung, Landwirtschaft)
☐ Ich bin Beamter/Beamtin, Richter(in), Berufssoldat(in)
☐ Ich bin künstlerisch tätig
☐ Ich bin in Ausbildung (Schule, Lehre, Studium, weitere Ausbildungen)
☐ Sonstiges

Welchen höchsten allgemeinbildenden Schulabschluss haben Sie?

- ☐ Ich bin ohne Abschluss von der Schule abgegangen
☐ Ich habe einen Abschluss einer Pflichtschule (z.B. Hauptschule oder entsprechende Stufe einer anderen Schulform)
☐ Ich habe einen Realschulabschluss oder einen vergleichbaren Abschluss
☐ Ich habe einen Abschluss einer Fachschule oder berufsbildenden Schule

- ☐ Ich habe die allgemeine oder fachgebundene Hochschulreife / Abitur / Matura oder die Fachhochschulreife
- ☐ Ich habe einen Universitäts- oder Fachhochschulabschluss (Bachelor, Master, Diplom, Magister, Lizentiat, Staatsexamen, Promotion, Habilitation oder andere)
- ☐ Ich habe einen anderen Schulabschluss und zwar

29 Demographie 3

Wie viele Personen leben zur Zeit in Ihrem Haushalt?

Bitte zählen Sie sich zu den Personen im Haushalt.

Bitte wählen Sie aus

- ☐ 1 Person
- ☐ 2 Personen
- ☐ 3 Personen
- ☐ 4 Personen
- ☐ 5 Personen
- ☐ 6 Personen
- ☐ Mehr als 6 Personen

Sind Sie für die Erziehung von Kindern im Alter von unter 18 Jahren verantwortlich?

- ☐ Ja
- ☐ Nein

30 Endseite

Vielen Dank für Ihre Teilnahme an dieser Studie.

Ihre Antworten wurden erfasst.

Ziel der Studie ist es den Einfluss eines bestimmten aktiven Selbstbildes auf die Produktpräferenz eines neuen Produktes zu erheben. Die bisherige Forschung konnte feststellen, dass klassische Produkte mit gleichen positiven Eigenschaften und unterschiedlichen negativen Eigenschaften im Vergleich zu einem neuen Produkt präferiert werden.

Der erste Teil der Studie diente in diesem Fall zur Aktivierung eines Selbsts das offen für Neues ist und nach Vielfalt strebt. Es besteht die Annahme, dass sich dieses Selbstbild, das konsistent gehalten werden möchte, positiv auf die Kaufwahrscheinlichkeit und Geschmackserwartungen des neuen Produktes der zweite Studie auswirkt und dieses dann gegenüber dem klassischen Produkt präferiert wird. Dieser positive Einfluss wird angenommen, obwohl die positiven Eigenschaften der vorgestellten Produkte geteilt werden und negative Eigenschaften individuell sind und hervorstechen.

Die Angaben der ersten Studie dienen rein zu Priming-Zwecken und werden somit für keine Testung einer App genutzt bzw. veröffentlicht.

Bei Fragen zur Studie können Sie sich gerne an Karina-Anna Karpf unter a01151567@unet.univie.ac.at melden.

Appendix B: Zusammenfassung

Die vorliegende Studie untersuchte die potenziellen Auswirkungen eines nach Vielfalt strebenden Selbstkonzepts auf die Präferenz eines neuen Produkts im Vergleich zu einem klassischen Produkt. Gemäß des Differenzierungsprinzips wird ein klassisches Produkt trotz gleicher positiver Eigenschaften, aber anderer negativer Eigenschaften, gegenüber einem neuen Produkt bevorzugt. Das experimentelle Setting dieser Studie induzierte eine Manipulation, die ein nach Vielfalt strebendes Selbst aktivieren sollte. Dadurch wurde ein positiver Effekt auf die anschließende Bewertung eines neuen Burgers versus eines klassischen Burgers erwartet. Das Bedürfnis nach Vielfalt wird mit interessanten und offenen Charakterzügen assoziiert. Um jenes induzierte Selbstkonzept auf die Produktbewertung zu übertragen, wurde durch den öffentlichen Kontext der Antworten ein Gefühl der Konsistenz und Reduktion von kognitiver Dissonanz erstrebt. Zur Produktbewertung wurden Geschmackserwartungen und Kaufwahrscheinlichkeit des neuen und des klassischen Produkts erhoben. Insgesamt wurden Daten von 50 Studierenden analysiert. 22 Probanden wurden zufällig der Experimentalgruppe zugeteilt. Es konnte kein signifikanter Manipulationseffekt festgestellt werden, jedoch bestand ein Trend zu niedrigeren Bewertungen des klassischen Burgers aufgrund der Manipulation. Generell wurde die Kaufwahrscheinlichkeit des klassischen Produkts signifikant niedriger bewertet, als die des neuen Produkts. Dies kann auf die mittlere Ausprägung des generellen Gesundheitsinteresses der TeilnehmerInnen sowie der niedrigen Ausprägung des ungesund=besser Glaubenssatzes zurückgeführt werden. Die Effekte des Differenzierungsprinzips konnten durch diese Studie nicht repliziert werden. Es wird angenommen, dass das Selbstkonzept für Offenheit bei den Studierenden bereits vor der Manipulation aktiviert wurde. Zukünftige Studien sollten eine höhere Stichprobengröße erstreben und untersuchen, ob das Nachhaltigkeitsinteresse Produktpräferenzen beeinflusst.

Schlüsselbegriffe: Differenzierungsprinzip, commitment, kognitive Dissonanz, Streben nach Vielfalt