

Nurturing the consumption of green food: The persuasive strengths of different messages

Claudia Cozzio, University of Padova, Italy

Michael Volgger, Curtin University, Australia

Arch G. Woodside, Curtin University, Australia

Existing tourism literature reports on a consistent and persistent attitude-behaviour gap when it comes to changing behaviour towards more sustainable outcomes. Food consumption plays an important role in this regard. This paper aims to measure the persuasive strength of different types of communication messages in the context of 'green food consumption' of hotel guests. This study will compare the amount of consumed vegetables from the hotel buffet under the conditions of varying types of persuasive communication provided to tourists, in a real-world setting. The experiment will consider different dimensions of green-ness as well as different types of messages and will measure their respective impact on the amount of 'green food' consumed.

Key words: green food, sustainability, experiment, hospitality