

The recipe... to healthy food choices.

The effect of tailored vs. non-tailored communication to encourage legume purchase.

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Prevalent dietary patterns across the globe, marked by high calorie consumption, processed foods, and heavy dependence on animal products, have been recognized as major contributors to health and environmental harm. An increasing body of research emphasizes the benefits of shifting from meat-heavy diets to more plant-based alternatives, such as legumes. Although valued as protein-packed, low-cost sustainable resources, legumes are still not consumed in the recommended portions. The purpose of the present study is to investigate the effectiveness of short persuasive, tailored videos about legumes on purchase and attitudes. Participants are divided into three groups based on video type: 1) educational video, not tailored to the participant's psychological characteristics or interests; 2) persuasive but not tailored video; 3) persuasive and tailored video. The variables used for tailoring are decision-making style and main interest in the topic (health vs. sustainability advice). Following profiling and random assignment to the group, participants watch the video and perform two tasks. The first is an online shopping simulation; the second is an implicit task based on approach-avoidance mechanisms, comparing reaction times to legume or meat dishes. We expect that viewing a persuasive and tailored video will lead to an increase in the purchase of legume products and may also influence attitudes and future purchase intention in the form of a gradient from group 3 to group 1. The results will help shed light on individual factors and the importance of a tailoring approach in promoting healthy food choices, as well as the effectiveness of different communication strategies. This

approach could be incorporated into public health initiatives and primary prevention strategies, providing valuable guidance for policymakers in creating measures to encourage legume consumption. Although the protocol is designed in an ecological way, it is an experimental simulation. Future developments will involve testing in real purchasing contexts.

Keywords: healthy diet; tailored communication; decision-making style