

INTRODUCTION

CONSUMER BEHAVIOUR AND EMOTIONS

In this research project, I investigate the motivations, values, attitudes, and beliefs of consumers when they chose to consume animal and/or plant-based dairy products and explore the reasoning behind consumer's decision making.

In addition, I explore consumer's **emotions** towards various dairy products to better understand the social ties to consumption.



Dairy Cow by [Thomas Bock on Pixabay](#)

"How do Canadian dairy consumers demonstrate their understanding of pro-environmental and pro-animal behaviours? How do emotions impact their decision-making processes?"

"What are the implications of these findings for the dairy sector, and for the dairy-alternatives sector?"

"How are emotions measured in research? How does this impact the outcomes of the research?"



Milk Glass by [Couleur on Pixabay](#)

ENVIRONMENTAL AND HEALTH IMPACTS OF DAIRY

LARGE-SCALE AND FAR REACHING

- Air Quality Impacts
- Methane and CO2 Emissions
- Land Use
- Water Use

Milk has higher environmental impact than vegan substitutes

	Carbon Emissions (kg CO2eq)	Land Use (m2)	Water Use (L)
Cow's milk	3.2	9.0	628
Rice milk	1.2	0.3	270
Soy milk	1.0	0.7	25
Oat milk	0.9	0.8	45
Almond milk	0.7	0.5	371

Chart: Daniela Haake - Source: Poore & Nemecek (2018) Science, additional calculations for plant milks, milk chocolate, and pasta - Get the data

Figure 1. Chart comparing environmental impacts of dairy substitutes – data by Poore and Nemecek, 2018. Chart source: Daniela Haake - Datawrapper, 2019

THEORY OF PLANNED BEHAVIOUR AND SOCIOLOGY OF EMOTIONS

THEORY OF PLANNED BEHAVIOUR

- "the most proximal determinant of behaviour is the *intention* to perform that behaviour" (McDermott et al., 2015)
- Factors: attitudes, their overall evaluation of the behaviour, subjective norms, an evaluation of what the individual believes significant others think about them engaging in that behaviour, and perceived behavioural control

SOCIOLOGY OF EMOTIONS

- Emotions operate on "many different levels of reality", from biological to cultural (Turner, 2009)
- The social context of emotions as an influencing factor

METHODS

CONSUMER SURVEY

Through the creation and distribution of a general population survey (1,800 participants), this research analyzes the ties between the sociology of emotions and the theory of planned behaviour in the context of Canadian dairy consumption. Exploring these concepts allows for a better understanding of the context behind current and future consumption trends, supporting producers of animal and plant-based dairy products in creating products that meet the environmental and welfare expectations of consumers.

Example question (utilizing the PrEmo Tool):

When you think of dairy products in general, which three emotions come to mind first?



Figure 2. Product Emotion Measurement (PrEmo) Tool 334

RESULTS

- Stronger **pro-animal attitudes** predict that a person is more likely to consume dairy substitutes and to have reduced dairy consumption
- Friends and family reducing dairy predicts that a person is over 50% more likely to consume dairy substitutes and to have reduced dairy consumption
- **Negative emotions** towards dairy products make someone nearly 60% more likely to consume dairy substitutes, and 78% more likely to have reduced dairy consumption
- The style of emotions questions asked can have an impact on the results, all else held constant
- Researchers must consider the impact of survey methods in their studies

DISCUSSION

SIGNIFICANCE OF FINDINGS

- The theory of planned behaviour applies to dairy consumption, and can be built upon further through the addition of **emotions variables**
- **Social norms** play a significant role in predicting consumption behaviour, and as trends shift this may become even more important
- Industry (both the dairy industry and plant-based product industry) could explore the ways that their products meet the **values of consumers** to capture and maintain their purchasing of these products

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