

Research report

Moral intensity and climate-friendly food choices

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Abstract

By changing individual food consumption patterns, it might be possible to reduce greenhouse gas emissions associated with climate change. The aim of the current study was to examine how perceptions of the moral intensity of climate change are related to climate friendly-food choices. The participants were 350 Finnish university students in the social and behavioral sciences who completed a questionnaire during class. The results indicated that moral perceptions mainly affected the moral evaluation and intentions to make climate-friendly food choices. We suggest that the results can be used to promote climate-friendly food choices, for example, by increasing the recognition of climate change as a moral imperative and by combining environmental motives with other relevant food choice motives.

Highlights

► The aim was to study how moral perceptions relate to climate-friendly food choices. ► Moral perceptions increased the intention to make climate-friendly food choices. ► The results can be used to promote climate-friendly food choices.

Keywords

Environmental food choices; Moral intensity; Climate change; Climate-friendly eating