

MASTER THESIS

CAN SOCIAL NORMS MOTIVATE THERMOMIX® USERS TO EAT SUSTAINABLY?



10 MILLION THERMOMIX® USERS WORLDWIDE



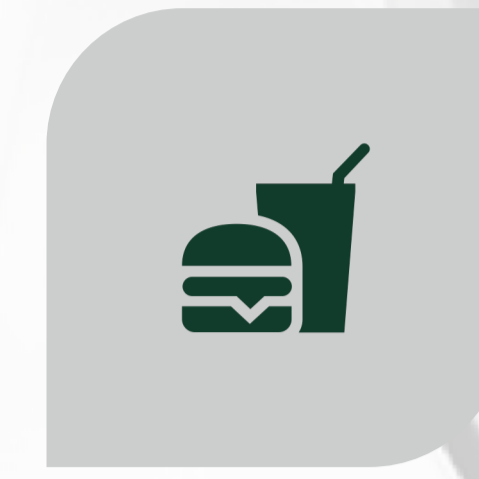
1-2 MILLION THERMOMIX® USERS IN GERMANY



n (NUDGE 0): 407
n (NUDGE 1): 462
n (NUDGE 2): 567



FOOD PRODUCTION AS LEADING DRIVER OF GLOBAL ENVIRONMENTAL CHANGE



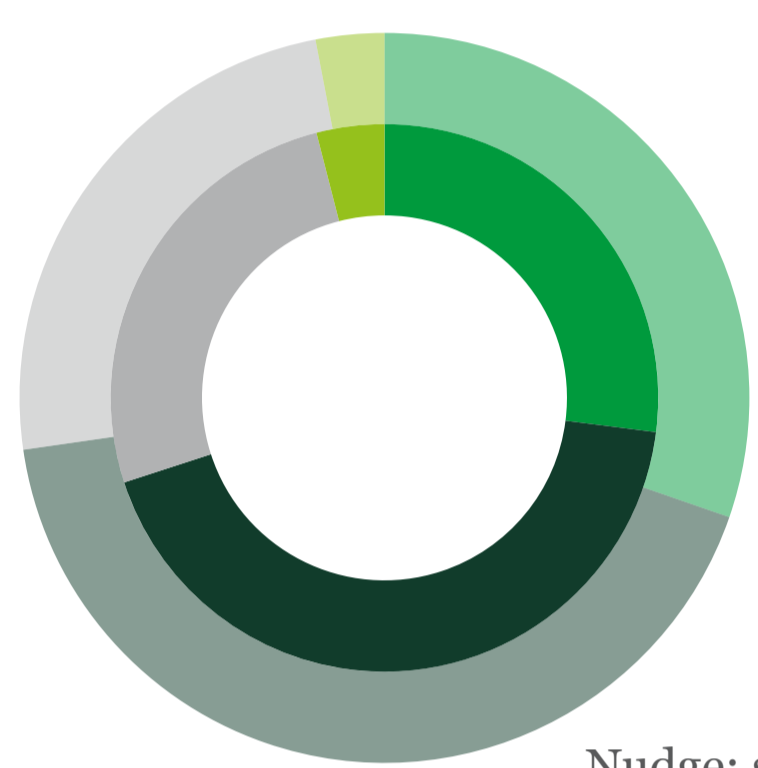
UNHEALTHY DIETS AS ONE OF THE GREATEST DEATH CAUSES



55% MEAT-BASED COOKIDOO MAIN-DISHES COOKED IN GERMANY



Predicted Probabilities of Recipe Choice with Descriptive Normative Information for Users **low in Self-Transcendence Values**



Nudge: saturated | Control: transparent

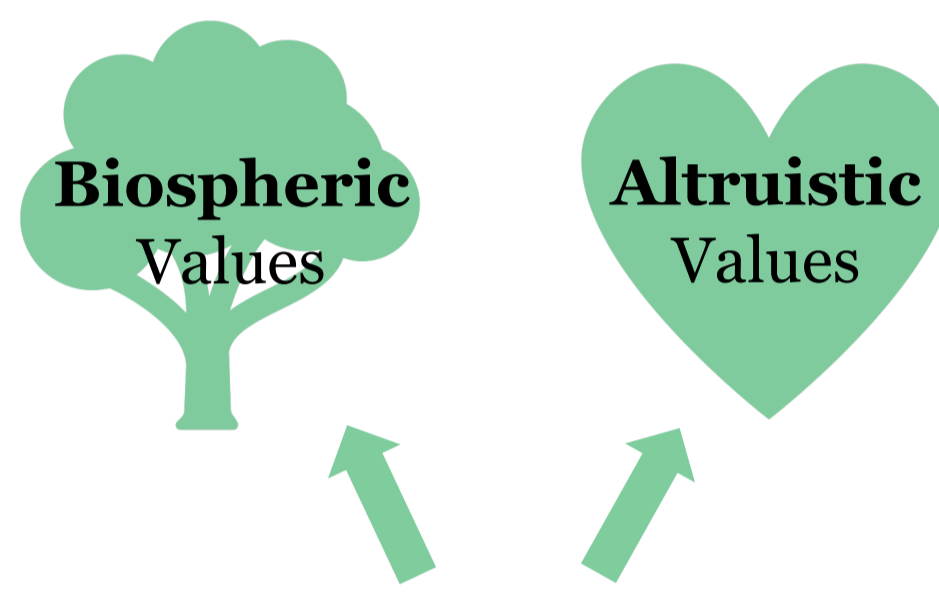
■ Will definitely not cook the recipe ■ Will probably not cook the recipe ■ Will probably cook the recipe ■ Will definitely cook the recipe

Predicted Probabilities of Recipe Choice with Descriptive Normative Information for Users **high in Self-Transcendence Values**



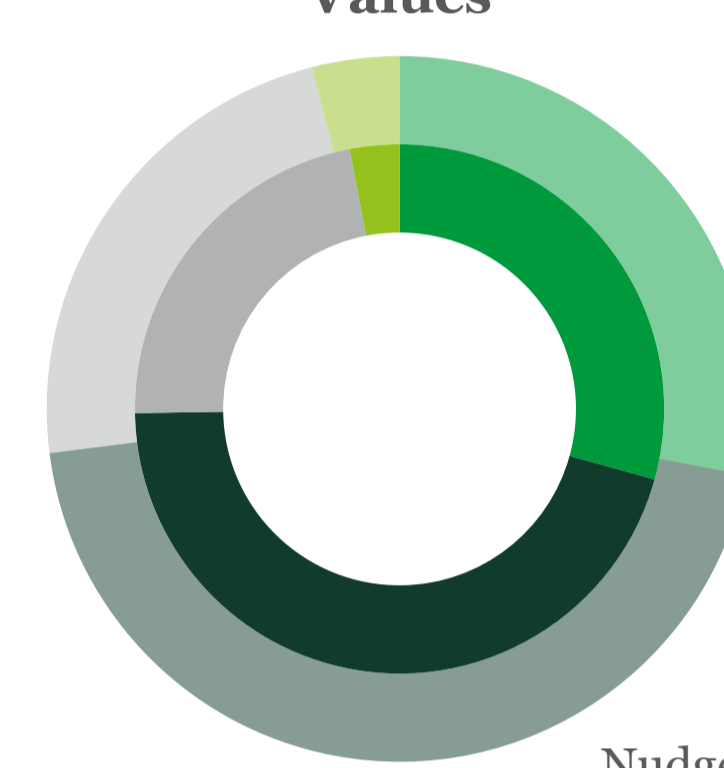
Nudge: saturated | Control: transparent

■ Will definitely not cook the recipe ■ Will probably not cook the recipe ■ Will probably cook the recipe ■ Will definitely cook the recipe



Self-Transcendence Values

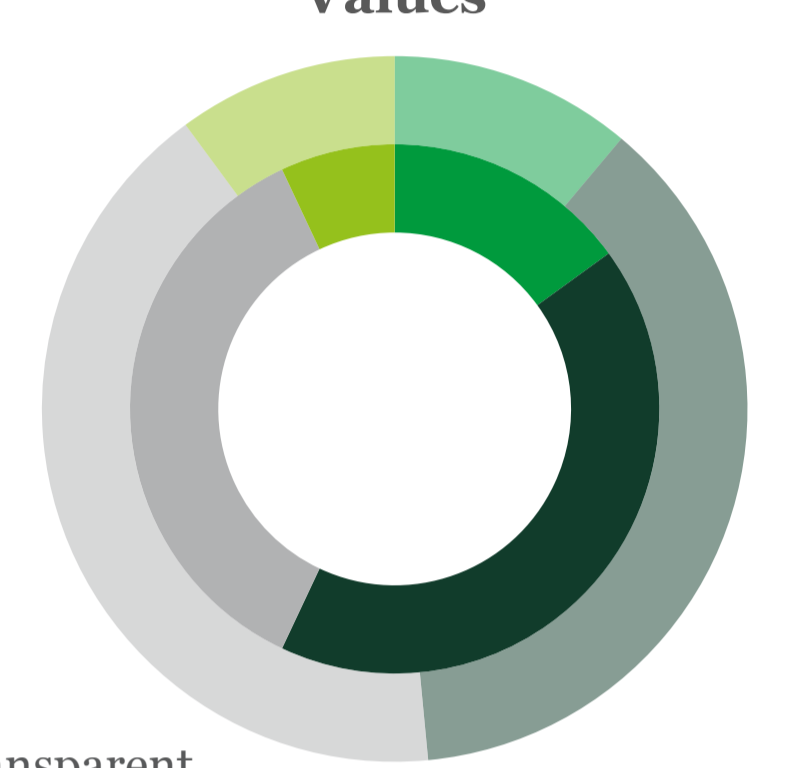
Predicted Probabilities of Recipe Choice with Celebrity Recommendation for Users **low in Self-Transcendence Values**



Nudge: saturated | Control: transparent

■ Will definitely not cook the recipe ■ Will probably not cook the recipe ■ Will probably cook the recipe ■ Will definitely cook the recipe

Predicted Probabilities of Recipe Choice with Celebrity Recommendation for Users **high in Self-Transcendence Values**



Nudge: saturated | Control: transparent

■ Will definitely not cook the recipe ■ Will probably not cook the recipe ■ Will probably cook the recipe ■ Will definitely cook the recipe

WHAT IS THE IMPACT OF RECIPE NUDGES ON THERMOMIX® USERS, DIFFERING IN PRIORITIZED VALUES, IN CHOOSING FOR A MORE SUSTAINABLE DIET?

