

# Michelle Calvete Labouz



KEY-WORDS:  
 CONSUMER PSYCHOLOGY-FOOD  
 COMMUNICATION-ENGAGEMENT

## PROFILE

I am a first-year PhD student Specialized in Consumer Food Psychology, Engagement, intercultural studies and strategic communication.

## AFFILIATION

Faculty of Agriculture, Food and Environmental Sciences, Università Cattolica del Sacro Cuore

## LANGUAGES



Mother tongue



Level C1



Level C1



Level A2

## HOW TO REACH ME

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## PROJECT TITLE

**The more the healthier? Development of Frame-theory-based communication strategies to promote protein-enriched food consumption in Older adults from Colombia and Italy.**

## Steps of the research

- Systematic Review development to conceptualize the psychological factors that impact protein enriched food consumption among older adults.
- Identification of older adults drivers of consumption with a q-set methodology and co-construction of goal-oriented frame messages.
- Validation of goal-oriented-frame messages and individuation of the most effective communication strategies to promote protein-enriched food consumption in Colombia and Italy.

## Main Results

Co-creation of the most effective communication strategies to promote protein-enriched food consumption among older adults from different cultures.

## Research Contribution

When validated, goal-oriented frame-based claims would permit the promotion of protein enriched food consumption among older adults, despite their cultural differences. Expected effects are increased due to the consumer engagement the is at this project base, which enhances consumers identification with the motivations over protein-enriched-food-consumption and facilitates its acceptance on the growing market.

## Why should you care?

Protein-enriched food products have been associated to elders health promotion. But the increase in its' production, does not always translates into elders' consumption. How can we use communication strategies to increase these products acceptance? How can we give voice to the needs of older adults who face different socioeconomic realities, beliefs and cultures?