Greta Castellini

KEY-WORDS:
CONSUMER PSYCHOLOGY · FOOD · ENGAGEMENT

PROFILE
I am a second-year PhD student in Agrisystem, specialized in Consumer Food Psychology.

AFFILIATION
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LANGUAGES

Mother language

Level B2

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PROJECT TITLE
Food engagement: validation of a new psychometric indicator to profile the consumers of cow milk, lactose-free milk and non-dairy beverages and predict their consumption behaviour

Steps of the research
- Mapping the scientific literature with a specific focus on the measures related to Food involvement
- Creation, Data collection and validation of new indicator to evaluate Food engagement
- Verification of the predictivity of this new indicator on the consumption of lactose free milk, cow milk and non-dairy beverages

Main Results
Creation of indicator (Food engagement) that is able to profile and predict different types of food consumption and in particular those of lactose free milk, cow milk and non-dairy beverages

Research Contribution
When validated, this indicator will allow to understand how the emotional sphere of the subject can influence some food consumption choices, by predicting certain behaviors. Increasing people's food engagement levels will allow consumers to be more involved in food and therefore less predisposed to the belief of fake news and more prone to responsible food choices.

Collaborations
University of Alberta
Prof. W.V. Wismer

Why should you care?
In recent years, the consumption of cow's milk is decreased favoring the purchase of other types of beverages, such as vegetable drinks. Many researchers have tried to solve and understand this issue analyzing attitudes towards products, the predisposition to social influence and the perception of self-efficacy.
But what if we identify an emotional indicator that can predict and explain this phenomenon?