

## **Different Contexts Activate Different Frames: Deepening and Broadening Goal-Framing Theory for Sustainable Food Behaviour**

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**Abstract :** It is often assumed that specific consumer groups do or do not have a sustainable lifestyle or that a specific context does or does not trigger sustainable choices. Based on goal-framing theory, this article aims to understand variation in sustainable choices across contexts. We add to the literature by showing the added value of including a moral goal frame (Study 1; N = 1,100) beyond the hedonic, gain, and normative goal frames. Moreover, we add to the literature by revealing how these goal frames are recalled in real-life consumption contexts (Study 2; N = 1,100) and how they can be activated (Study 3; N = 1,651). The results reveal that different goal frames result in different preferences and consumption choices, and that the normative frames showed the most consistent association with sustainable intentions. A contrast exists between frames currently activated in food choice contexts, mainly the gain and hedonic frames, and those associated with sustainable behaviours, the moral and social frames. This indicates the relevance of further understanding and adapting the environment to activate moral and social frames to further enforce sustainable food transitions.

**Keywords :** goal frames, sustainable behaviour, food choice, moral

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