

**INTRA AND EXTRA COMMUNITY INFLUENCES: A SOCIAL IDENTITY  
APPROACH TO VEG\*N BEHAVIORS.**

**Erick SUAREZ DOMINGUEZ**

**Phd student**

**University of Montpellier - MRM**

Email: [erick-christian.suarez-dominguez@umontpellier.fr](mailto:erick-christian.suarez-dominguez@umontpellier.fr)

**Gilles SÉRÉ DE LANAUZE**

**Professor**

**University of Montpellier – MRM**

Email: [gilles.sere-de-lanauze@umontpellier.fr](mailto:gilles.sere-de-lanauze@umontpellier.fr)

**Lucie SIRIEIX**

**Professor**

**Montpellier SupAgro – MOISA**

Email: [lucie.sirieix@supagro.fr](mailto:lucie.sirieix@supagro.fr)

## **INTRA AND EXTRA COMMUNITY INFLUENCES: A SOCIAL IDENTITY APPROACH TO VEG\*N BEHAVIORS.**

### **Abstract**

Veg\*nism (a term for vegetarianism and veganism) is a growing trend in our society. From a marketing perspective, veg\*ns represent a relevant segment in the food industry. Research on veg\*nism has focused on social constraints for developing and maintaining the practice, community as a driver for practice maintenance or progress, or veg\*nism as a social identity. However, little is known about the simultaneous influences of the veg\*n community (intra-community) and non-veg\*ns (extra-community) on identity and behaviors. This research is based on two exploratory qualitative studies. Study one highlights the interactions (452 comments) among members of a virtual community. It unveils the support received from the community and the microaggressions from non-veg\*ns. Study two is based on 24 semi-structured interviews which give more information about extra-communitarian interactions. It reveals positive interactions between veg\*ns and non-veg\*ns, participants' way of thinking and feeling about being veg\*ns, and outcomes related to the practice and identity defense. At last, it is presented a conceptual model.

**Keywords:** veg\*ns, community, social identity, microaggression, support.