

Consumer perception and political consumerism about food containing plant-based proteins

Background/introduction/summary

It has been suggested that meat consumption should be reduced for the sake of both environmental and human health. Plant-based meat substitutes could be a good option to meet the claim. However, boosting the use of plant-based meat substitutes will be successful when the products are attractive enough to consumers. To understand the various drivers and barriers to reducing meat consumption and adopting plant-based meat substitutes, researchers have investigated consumer attitudes, acceptability, and sensory properties of plant-based meat substitutes. The aim of the PhD project is to identify determinants and drivers of sustainable and healthy food consumption, in particular, of food containing plant-based protein from an individual and group perspective.

Materials and Methods

Study1. Sensory perception on products that contain plant-based protein.

Study 2. How sensory perception interacts with psychological, social, and biological determinants in relation to plant-based food.

Study 3. How emotion and stress affect food perception.

Study 4. Elucidating the role of social reinforcement in sustainable food

Results

Study1.

The range of products was selected from commercially available products. The sensory perception of plant-based food products was examined among consumers with different degrees of meat attachment using Rate-All-That-Apply (RATA) and the hedonic scale.

- The preference on plant-based food products in terms of sensory perception
- Identifying the sensory attributes of the ideal product.

Study2.

The previous study (1) extends to the meal perspective to examine sensory perceptions in relation to previous experiences, beliefs, current diets, and drivers for sustainable food choice. The questionnaire will be including questions for CATA, liking, JAR, previous experience, beliefs, current diets, and drivers for sustainability.

Study3.

How and whether certain emotions affect food perception by studying brain areas, involved in emotional activities. The study will focus on the results from the fMRI together with earlier research on emotions and sensory perceptions.

Study4.

How the effects of social reinforcement versus information on food selection in social networks. Participants are randomized into one of two networks, one exposed to information about the environmental effects of meat consumption and the other is exposed to social reinforcement.

Conclusions

I am broadly interested in the role of food in modern society, with particular emphasis on the individual and social factors affecting food choices and, consequently, contributing ways to improve public health and sustainable lifestyle.

Reference

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