

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

Aim

To identify determinants and drivers of sustainable and healthy food consumption, in particular, of food containing plant-based protein in an individual and group perspective.

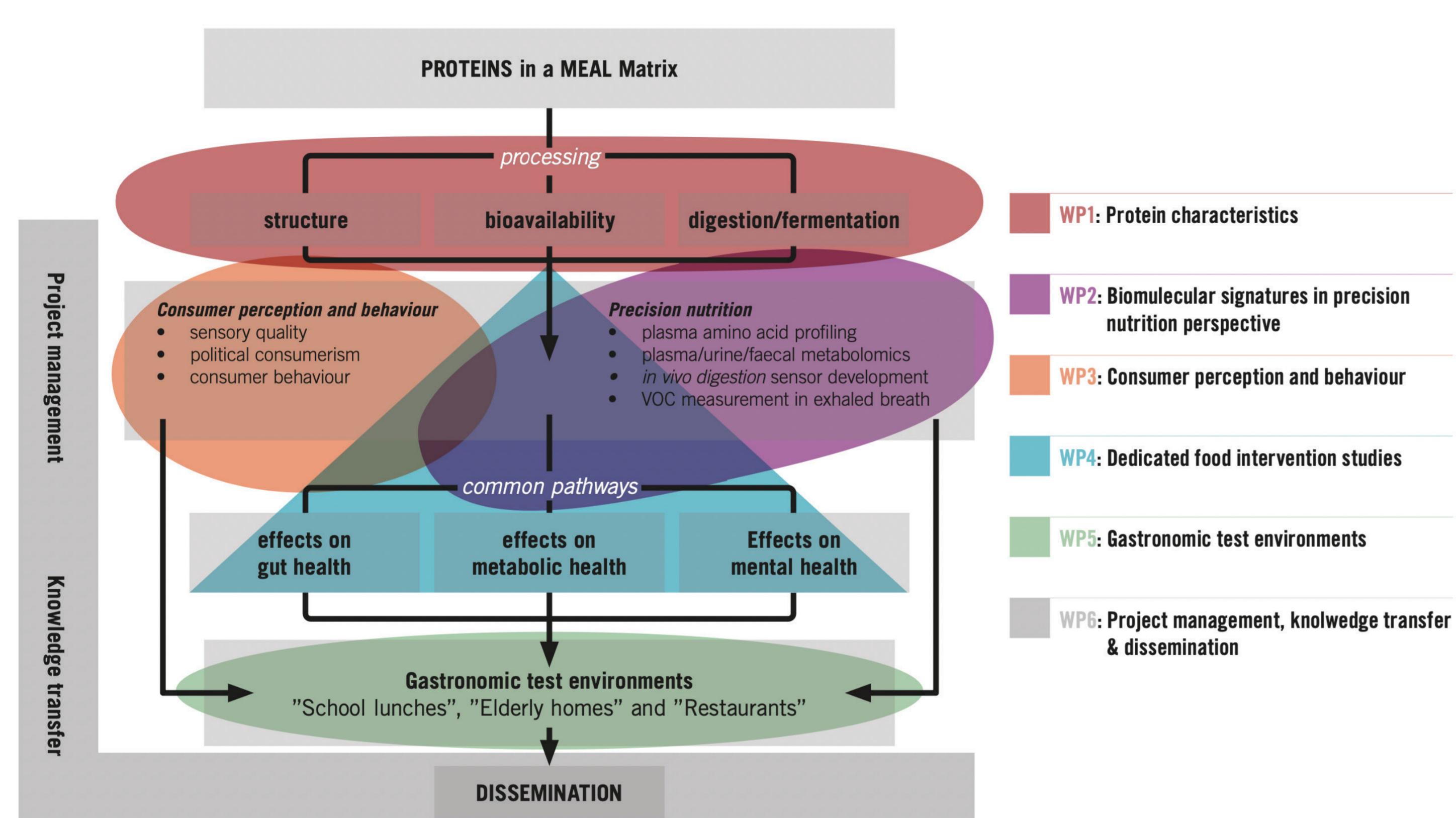
The PhD project is part of the research centre "PAN Sweden, plant-based proteins for health and wellbeing"

Conclusion

To overcome the current situation, we need to change our diet in a more sustainable and healthy way.

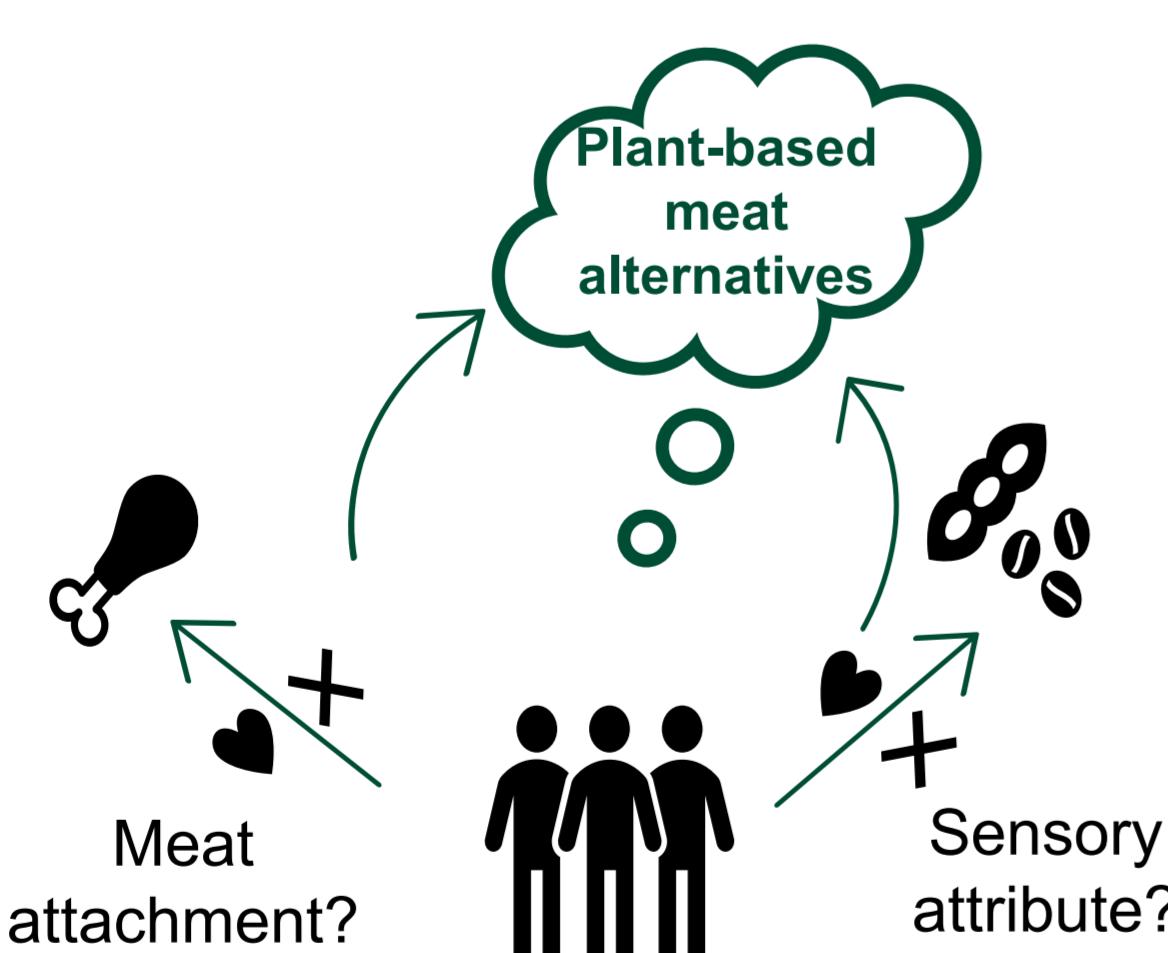
The results of my PhD project will contribute to understanding the determinants and drivers of consumer food choices, especially for meat and plant-based meat alternatives, thereby finding ways to encourage people to change their behaviour to establish sustainable eating habits for both public and environmental health.

Fig 1. PAN Sweden conceptual design and work packages



Study 1. Consumers' attachment to meat: Association between sensory properties and preferences for plant-based meat alternatives

Consumers' attitudes towards meat can affect their preference for meat alternatives.



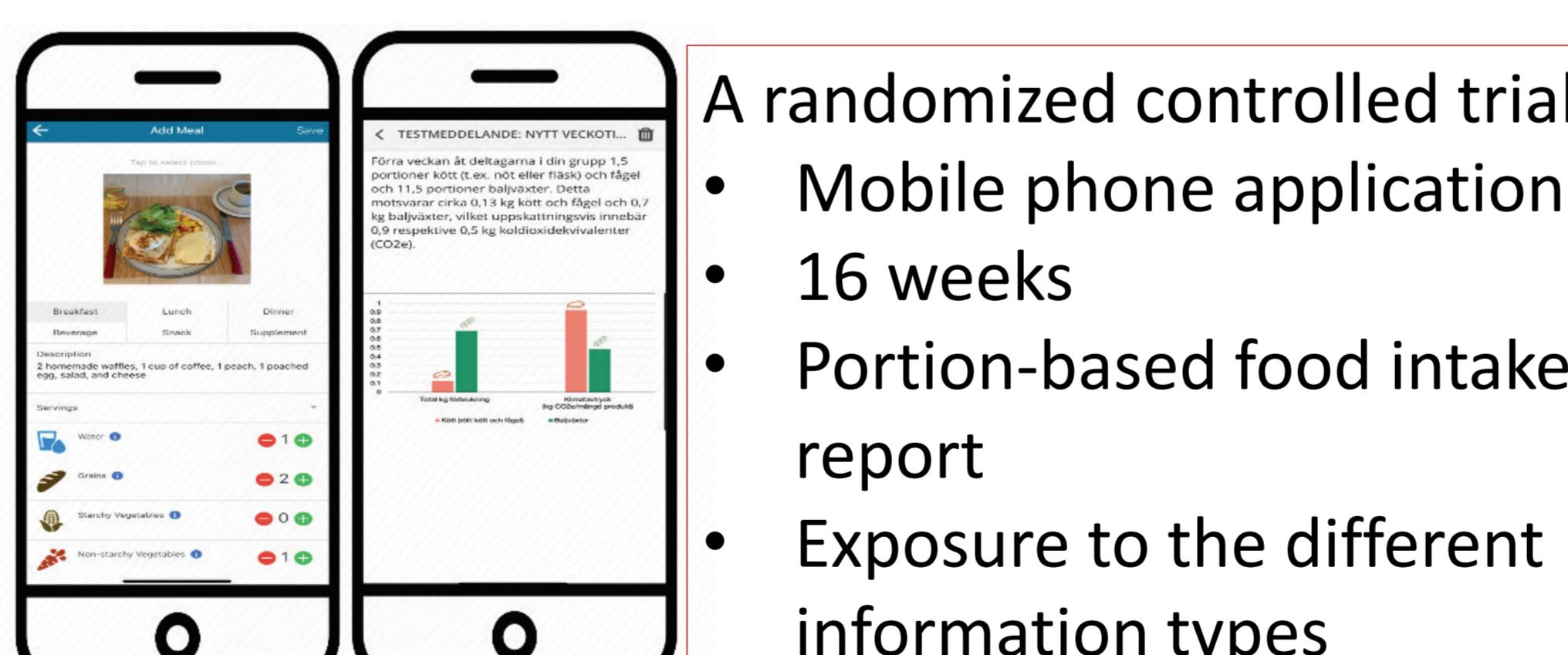
Aim: To determine the impact of consumers' level of meat attachment on the sensory perceptions of plant-based meat alternatives and their hedonics and identify the sensory attributes of the ideal product.

Fig 3. Study method and structure

Pre-screening	<ul style="list-style-type: none"> Meat Attachment Questionnaire (MAQ) Split into 3 equal groups Only low and high meat attachment consumers were invited to the consumer study
Attributes generation	<ul style="list-style-type: none"> 6 trained panellists 38 attributes that covered appearance, aroma, taste, texture, and after-taste/textural
Consumer study	<ul style="list-style-type: none"> Home use test condition 7 plant-based mince products: 2 pea-based, 2 soy-based, 2 grey pea-based, and 1 oat-based Liking, Rate-all-that-apply (RATA) profiling, Ideal product based on RATA

Study 2. Diffusion of eating behaviour in different social networks: A randomized controlled trial

Social exposure might have a larger effect on individual food choices than factual information (e.g., public guidelines). Furthermore, social relations and behavioural diffusion within social networks might give insights to explain and predict under what conditions social influence occurs.



Aim: To explore if and how real-life, self-reported intakes of particular food products spread under certain social network conditions.

Fig 4. Out line of the Study

	Intervention		Control
	Group 1	Group 2	None
Sample size	100 ~	100 ~	100 ~
Treatment (=information)	Factful information	Social reinforcement	None
Social interaction	Like ❤ Comment Sharing picture	Like ❤ Comment Sharing picture	Like ❤ Comment Sharing picture
Weekly reminder	Weekly food intake report reminder		

Study 3. Preference and acceptance for plant-based meat alternatives in a meal context

Studying meal context can help us better understand the complex relationship between food and our physical, mental, and social factors.

Aim: To have a deeper understanding of consumer's food choices in the meal context, particularly the meal including plant-based meat alternatives.

Fig 5. conceptual design of the meal study

