

Gender Stereotypes of Meat Substitutes: The Effect of Product Labelling and Experience on the Perceived Attractiveness of the Product to Men and Women.

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Abstract

Recommendations to reduce meat consumption increase, particularly for health and environmental protection reasons. In response to these recommendations, more meat substitutes are proposed in supermarkets. However, the adoption of these products appears to be highly dependent on the gender of consumers (more women than men). At this point, we don't identify whether this difference is related to the vegetarian character of the product or to associated perceptions such as the fact that it is good for the environment or for health. This research aims to explain the greater attractiveness of these products for women than for men. The results show that the vegetarian character negatively influences the attractiveness of the product for men and not the perception of the product as being good for the environment and health (even if these perceptions are well associated with the product). On the other hand, the product is not perceived as more attractive to women. We then discuss this gender asymmetry of the product in the light of work on the construction of gender patterns.

Keywords: *gender; vegetarian; food*

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