

Understanding how familiarity and motivation to avoid new foods influence meat substitute consumption: a survey among French consumers

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Abstract

Urgent improvements are needed to attain sustainability in the agri-food sector. Livestock production is a major source of greenhouse gas emissions and high consumption of meat is related to diseases like fatty liver. Plant-based meat represents an alternative source of protein. The market for these products has sped up in France since 2016 with the launch of brands and products imitating the taste and appearance of meat. France represents a strategic market for food retailers, restaurant chains, and startups. However, no study has examined the effect of familiarity and motivation to avoid new foods on the consumption of meat substitutes in this country. To fill this gap in the literature, we tested a conceptual model among a sample of 317 French consumers. Based on the findings, we address some recommendations for companies to increase consumers' familiarity with meat substitutes, enhance their attitude toward buying the products and reduce their motivation to avoid new foods.

Keywords: *familiarity; health consciousness; meat substitutes*

Track: Consumer Behaviour