

What is the consumer's process to reduce meat consumption? The journey of flexitarians analysed through the Life Course Paradigm Theory

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Abstract

There is a change in eating behavior with more consumers eating less meat, although not completely stopping it. This phenomenon is called flexitarianism. This paper aims to analyze the behavior of flexitarians and how the process of reducing meat consumption occurs through the lens of the Life Course Paradigm Theory. A qualitative study was conducted with in-depth interviews with 24 participants who had reduced their meat consumption. Through content analysis, categories were identified for each moment of the LCP model. Health, access to information, and religion appear in different moments (e.g., before change). In contrast, low meat quality and ecological motivations are triggers, and social pressure, meat alternatives, and financial resources appeared in the adaptation process. In T2 results, respondents ranged from light to intense flexitarians, according to their eating habits. Covid-19 and cultural issues (e.g., regional food) were critical structural factors.

Subject Areas: *Consumer Behaviour, Decision-Making*

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