

The Theory of Planned Behaviour applied to predict the European's insect-based food consumption intention: an overview.

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Abstract

Insect-based food has emerged as a food alternative to Europeans in the last few years due to a lack of protein sources to serve the world population's needs. Emotions like disgust and fear are named as restrictive to the intention to consume insect-based food, and awareness was considered, in previous research, a driving force. Within this context, a survey (n=649) in Portugal was conducted to statistically test the Theory of Planned Behaviour of Ajzen (1991) adapted to the moderation effect of emotions and, as a predictor, awareness of attitudes. It was concluded that emotions like disgust and fear are negatively correlated with intention, while happiness is positively correlated, which means that there is a moderation effect on attitude. Also, the predictor perceived behaviour control on intention was excluded from the multiple linear regression model, including attitude and subjective norms (influence of friends).

Subject Areas: *Consumer Behavior*