

Beyond Wiener Würstel: Investigating Austrian Consumer Sentiments Towards Meat Alternatives

Marion Garaus

MODUL University Vienna

Christian Garaus

University of Natural Resources and Life Sciences, Vienna

Sandra Holub

University of Applied Sciences Wiener Neustadt, Campus Wieselburg, Institute of
Marketing, Austria

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Abstract

Recent research highlights the adverse effects of meat consumption on health and the environment, prompting a shift towards plant-based alternatives. This study investigates Austrian consumer perceptions of meat alternatives using a sample of 880 respondents, revealing challenges in acceptance despite known benefits. Findings from Multiple Correspondence Analyses in three customer segments based on their dietary habits (i.e., avoiders, experimenters, and regulars) indicate strong preferences for traditional meat and prevalent negative perceptions towards alternatives. The study emphasizes the need for targeted communication strategies to promote sustainable dietary shifts and correct misconceptions about meat alternatives.

Subject Areas: *Consumer Behavior; Diffusion of Innovations; Product Categorization*