

**The influence of famous people's eating behavior on attitude  
towards a vegetarian diet and their intention to eat less meat**

Does seeing famous people eating (non-)vegetarian products influence our attitude towards a vegetarian diet and intention to follow it, and if so, do status perception of (non)vegetarian products and subjective norm moderate this relation?

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## Abstract

The purpose of this study was to investigate whether seeing famous people following a vegetarian diet influences our attitude towards that eating behavior and our intention to engage in it. Furthermore, the moderating effects of the subjective norm and our status perception of a vegetarian diet and the status perception of meat consumption were examined. As far as the researcher is informed, this is the first study which investigates the influence of famous people following a vegetarian diet on attitude and intention with subjective norm and status perception as moderators.

By means of an online questionnaire, which was designed and spread by means of the online platform “Qualtrics”, 156 participants were approached via facebook, email or the messenger “Whatsapp” in april 2015.

Results indicated a significant effect of subjective norm on critical attitude towards meat consumption and intention to eat less meat. Furthermore, the status perception of a vegetarian diet had a significant effect on intention and status perception of meat consumption had a significant effect on critical attitude towards meat consumption.

Additionally, the status perception of a vegetarian diet correlated positively with status perception of meat consumption and intention. The subjective norm correlated positively with attitude towards a vegetarian diet, critical attitude towards meat consumption, status perception of a vegetarian diet and intention. Finally, attitude towards a vegetarian diet correlated positively with the status perception of a vegetarian diet. Attitude towards a vegetarian diet and critical attitude towards meat consumption correlated positively with intention.

There is still a huge meat production and consumption. A large part of the total food supply is used by the meat industry to feed their cattle. By getting insights in factors that determine people’s meat consumption, interventions that aim at making the consumer’s eating behavior more sustainable could be designed in a more effective manner.

## Samenvatting

Het doel van de studie was te onderzoeken in hoeverre onze attitude tegenover een bepaald eetgedrag en onze intentie om dat eetgedrag zelf uit te oefenen beïnvloed worden door het eetgedrag van bekende mensen die of vegetarisch eten of vlees eten. Verder werd onderzocht in hoeverre de status perceptie van vegetarisch eten, de status perceptie van vlees consumptie en de subjectieve norm met betrekking tot vegetarisch eten een modererend invloed hebben. Voor zover bekend is dit de eerste studie die de invloed van status perceptie van vegetarisch eten en vlees consumptie onderzoekt.

De data werd verzameld met behulp van een online-vragenlijst die via “Qualtrics” gemaakt en verspreid werd. 156 respondenten boven de 18 jaar deden mee. Resultaten lieten zien dat de subjectieve norm van vegetarisch eten een significant effect erop had hoe kritisch mensen zich tegenover vlees consumptie opstellen en hoe sterk de intentie is om minder vlees te eten. Verder bleek dat de status perceptie van een vegetarische dieet invloed had op de intentie om minder vlees te eten. De status perceptie van vlees consumptie had een significant effect op de kritische houding die iemand tegenover vlees consumptie aanneemt.

Verder bleek dat status perceptie van vegetarisch eten positief met status perceptie van vlees eten en intentie om minder vlees te eten correleerde. Subjectieve norm correleerde positief met attitude tegenover vegetarisch eten, een kritische houding tegenover vlees consumptie, status perceptie van vegetarisch eten en intentie om minder vlees te eten. Bovendien correleerde attitude tegenover vegetarisch eten positief met de status perceptie van vegetarisch eten. Attitude tegenover vegetarisch eten en een kritische houding tegenover vlees consumptie correleerden positief met de intentie om minder vlees te eten.

Er wordt nog steeds veel vlees geproduceerd en geconsumeerd. Veel voedsel wordt gebruikt om het vee van de vlees industrie te voederen. Door het onderzoeken van factoren die het eetgedrag van mensen zouden kunnen beïnvloeden kunnen interventies gemaakt worden die het eetgedrag van mensen duurzamer maken.

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## The influence of status perception

“There is more than enough food in the world to feed the entire human population. So why more than 840 million people are still going hungry?” (Earthoria, 2008).

*Living vegetarian as a means to an efficient use of food.* The World Watch Institute (Earthoria, 2008) tries to give an explanation for it: “The more meat we eat, the fewer people we can feed. If everyone on Earth received 25 percent of his or her calories from animal products, only 3.2 billion people would have food to eat. Dropping that figure to 15 percent would mean that 4.2 billion people could be fed. If the whole world became vegan [which also includes abandonment of meat], there would be plenty food to feed all of us more than 6.3 billion people“. To produce 1 pound of meat, 16 pounds of grain are necessary to feed the cattle before they are fat enough to be slaughtered (Earthoria, 2008). Furthermore, meat production takes up far more water than grain production, which is crucial given the drink water shortage. Also, meat production contributes to the climate change due to destruction of primeval forests, mineral oil-based dung and the metabolites of millions of cows and pigs.

*Why it is still a problem?* Jean Ziegler (2012), author of the book “Destruction massive” and member of the Advisory Committee of the UN Human Rights Council from 2008 to 2012 stresses the power of the individual: “There is a need for social movements. It needs a revolt of the conscience” (bpb.de). According to Ziegler, the individual consumer has the power to do something about the hunger problem. He states that one way this could be done is being a vegetarian, but it seems that not enough people take this to heart yet. According to the Food and Agriculture Organization of the United Nations (FAO) (2015) “a lot of food is used to feed cattle which otherwise could feed people. The problem is that still many people eat a lot of meat”.

Interventions that were designed to reduce meat consumption aimed at increasing conscious awareness of the negative consequences of meat consumption (Richardson, Shepherd, & Elliman, 1993). Results of the corresponding studies differ from each other, there is no clear consent about which factors influence meat consumption (Hoek, Luning, Stafleu & de Graaf, 2004; Hoek, Luning, Weijzen, Engels, Kok & de Graaf, 2011; Verbeke, Ward & Viaene, 2000). Previous interventions do not seem to have been effective since meat consumption is still high (Food and Agriculture Organization of the United Nations, 2015). This study aims at investigating possible factors that may undermine the consumer’s attempt to engage in more

sustainable eating behaviors such as following a vegetarian diet. These insights could be used to design efficient interventions.

One factor which may contribute to the massive meat consumption is the human tendency to choose immediate rewards over long-term benefits (Wansink, 1994; Kovač Žnideršić, Grubor & Marić, 2014). This implies that people do not always think about the long-term harm which meat production does to our environment but follow their immediate appetite, which may sometimes be directed towards a juicy steak rather than a sustainable produced soy sausage.

This tendency to choose immediate pleasures over long-term benefits may be part of our genetic heritage. Van Vugt, Girskevicius and Schultz (2014) state that there are five reasons why humans are not naturally inclined to engage in sustainable behavior: self-interest, shortsightedness, sensing, social imitating and status. The former three aspects may be put aside because they do not directly relate to the issue at hand. But the latter two - social imitating and status - are relevant.

First, social imitating is the tendency of people to copy the behavior of others (van Vugt et al., 2014). So if people around you are engaging in a more wasteful and impulsive consumer behavior, the individual is likely to copy that behavior. Second, people are striving for status: People seem to be satisfied when they are wealthy *relative* to their fellows. In fact, relative wealth seems more crucial to individual happiness than absolute wealth (van Vugt et al., 2014). Thirdly, the theory of conspicuous consumption (Mason, 1980) states that if people associate certain products or lifestyles (say, a certain eating behavior) with a desirable goal (say, gaining prestige), they may tend to actually engage in that lifestyle in order to reach the goal. So it is likely to conclude that if people perceive a vegetarian diet as conveying a certain level of prestige, they will be more likely to follow it. Within this study, the extent to which people associate a vegetarian diet and meat consumption with prestige and economic power will be referred to as “Status Perception” (of a vegetarian diet respectively meat consumption).

Additionally, the theory of social proof states that people use the behavior of other people as an indicator for proper behavior in a given situation (Cialdini, 1987). For example, research indicates that people are more likely to engage in sustainable behavior such as reduction of bottled water consumption if people to which they relate are already doing it (Corner, 2011). So it is likely that social proof also plays a role when it comes to other sustainable behaviors such as reducing meat consumption.

*What can be done in the future?* Previous research indicates that the theory of planned behavior is capable of predicting different eating behaviors such as fish consumption, following

a low-fat diet and eating healthy (Armitage en Conner, 1999; Verbeke & Vackier, 2005, Fila & Smith, 2006). Therefore, it seems reasonable to use the theory of planned behavior as a model for predicting vegetarian eating behaviors as well as meat consumption.

By investigating whether seeing famous people eating meat or vegetarian products exerts influence on people's attitude towards that eating behavior and intention to engage in it, we get important insights in the mechanisms that determine our meat consumption or meat renunciation. These insights could in turn help us to make the consumer's attitude and intention more sustainable. The main question within this study thus is: *To what extent are people influenced by the eating behavior of famous people when it comes to their status perception of a vegetarian diet, their attitude towards it and their intention to engage in a (non-) vegetarian diet?*

It is expected that by investigating this question, insights in the mechanisms that exert influence on our eating behavior regarding a (non-)vegetarian diet can be obtained.

The influence of seeing the eating behaviors of famous people on our attitude towards a vegetarian diet, our critical attitude towards meat consumption and our intention to eat less meat will be investigated:

*Attitude towards a vegetarian diet* The theory of reasoned action (Ajzen, 2011) states that an attitude towards a behavior consists of behavioral beliefs and outcome evaluations (compare Eagly & Chaiken, 2007). Behavioral beliefs link a behavior to a certain outcome, whether one believes if some action produce a certain outcome or not. Outcome evaluations ascribe a certain value to an outcome, whether consequences are perceived as positive or negative. Depending on these two factors, ultimate attitude towards a behavior is either positive or negative. Within this study, participants' attitude towards a vegetarian diet.

*Critical attitude towards meat consumption.* Critical attitude towards meat consumption is defined as the extent to which people look critically on meat consumption. It can be described as a critical and elaborated attitude towards meat consumption. The concept, as it is defined within this study, does contain environmental aspects of meat consumption as well as political aspects such as food waste.

*Intention.* Intention by definition is a combination of having the aim to do something and really planning to do it. According to Ajzen (1991), intention directly predicts behavior. So when people form a certain intention, they are likely to actually do so. In the following the model used in this study will be presented. It is an adaption of the theory of planned behavior (Ajzen, 1991).

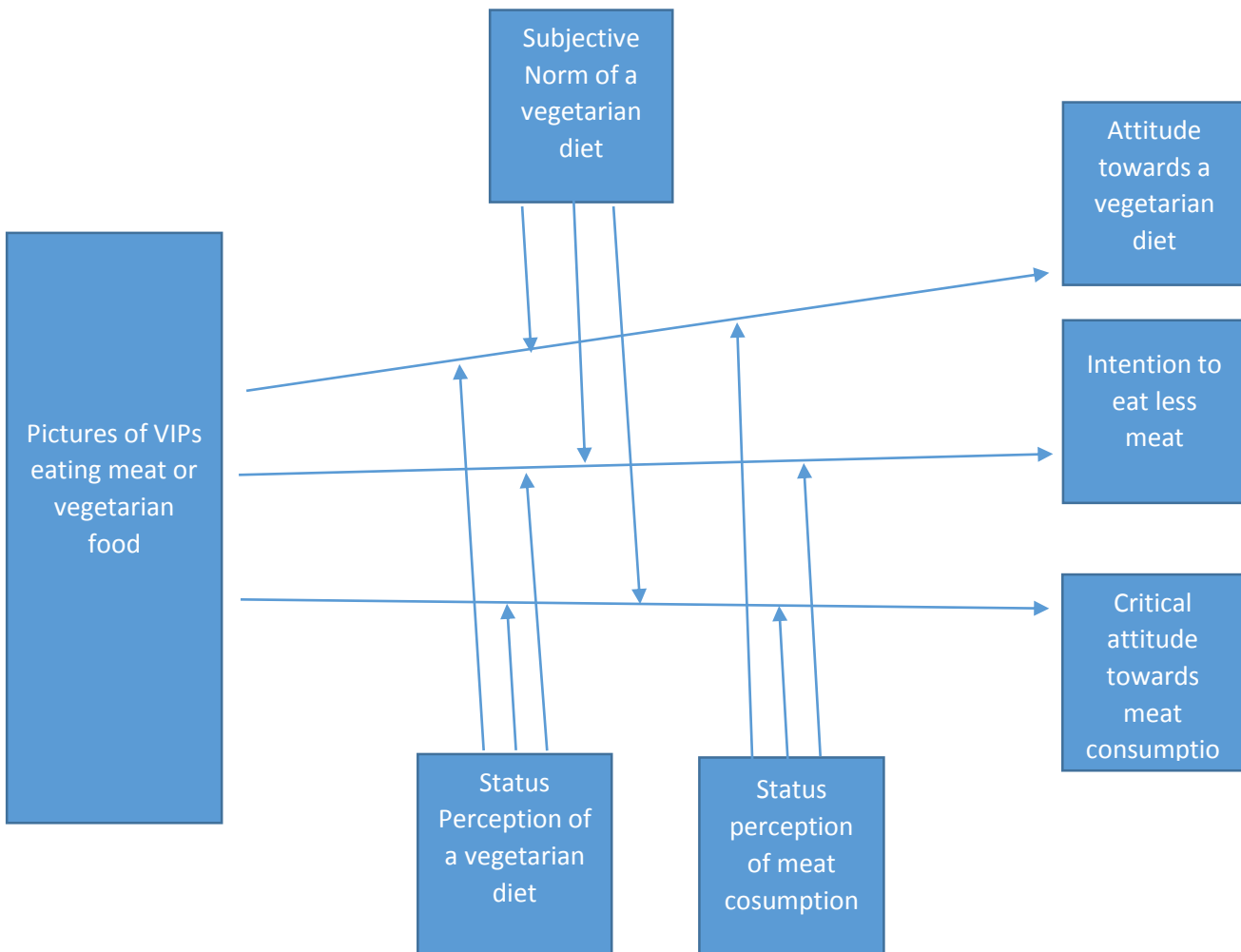


Figure 1: *The influence of pictures that present famous people eating meat or vegetarian products on the critical attitude towards meat consumption, attitude towards a vegetarian diet, intention to eat less meat, with status perception of meat consumption, status perception of a vegetarian diet and subjective norm as moderating variables*

*Status perception of a vegetarian diet.* Within this study, the moderator variable status perception of a vegetarian diet was added to the theory of planned behavior. Status perception of a vegetarian diet as it was used within this study refers to the extent to which people perceive a vegetarian diet as conveying social status. Because of people's need for a higher status, they tend to engage in behaviors that convey a high social status and through which they can feel superior to others. This implies that the status perception of a vegetarian diet may have a strong influence on people's intention to not eat meat. Furthermore, attitude towards a vegetarian diet may change if a vegetarian diet is associated with economic and social power. Within this study,



the status perception of a vegetarian diet was defined as “strong” if a vegetarian diet is associated with economic power and as “weak” if it is associated with low economic power.

*Status perception of meat consumption.* Also, the moderator variable status perception of meat consumption was added to the theory of planned behavior. Status perception of meat consumption refers to the extent to which people perceive meat consumption as conveying social status. As described above, because of people’s need for a higher status, they tend to engage in behaviors that convey a high social status and through which they can feel superior to others. This implies that the status perception of meat consumption may have a strong influence on people’s intention to eat meat. Furthermore, critical attitude towards meat consumption may change if meat consumption is associated with economic and social power. Within this study, the status perception of meat consumption was defined as “strong” if it is associated with economic power and as “weak” if it is associated with low economic power.

*Subjective Norm about a vegetarian diet.* Subjective norm will be integrated in this model as a moderating variable (see model above). The concept of subjective norm refers to what we think that important others expect from us (Ajzen, 1991). It has a descriptive and an injunctive aspect (Ajzen, 2000). The injunctive aspect aims at what we believe that others expect from us. The descriptive aspect aims at how our peers behave and our tendency to use that behavior as normative. Ajzen (2000) describes the concept of subjective norm as “refer[ing] to the perceived social pressure to perform or not to perform the behavior”.

Closely related to the subjective norm is social imitating. People often engage in a certain behavior just because others do the same, especially when it comes to sustainable activities ((Environics Research Group, 2009; Schultz, Nolan, Cialdini, Goldstein & Griskevicius, 2007). According to van Vugt et al. (2014) this behavior is adaptive. From an evolutionary point of view, imitating behavior of peers contributes more efficiently to survival than trial-and-error learning.

In that both subjective norm and social imitating refer to our tendency to perceive peers as an information source of how to behave properly, subjective norm is clearly linked to the concept of social imitating. Within this study, “subjective norm” is defined as containing both subjective norm as Ajzen (1985) defines it as well as social imitating. To facilitate things, this variable will simply be referred to as “subjective norm”. Research suggests (Ajzen, 1991) that subjective norm not only influences our intention but also our attitude.

Based on the information above, the following hypotheses are developed:

### *Hypotheses:*

- (1) Participants who looked at famous people eating vegetarian products have a more positive attitude towards a vegetarian diet than participants who looked at famous people eating meat (main effect).*
- (2) Participants who looked at famous people eating vegetarian products have a more pronounced critical attitude towards meat consumption than participants who looked at famous people eating meat (main effect).*
- (3) Participants who looked at famous people eating vegetarian products have a stronger intention to follow a vegetarian diet than participants who looked at famous people eating meat (main effect).*
- (4) The expected effects will be more pronounced for participants whose status perception of a vegetarian diet is strong (interaction effect).*
- (5) The expected effects will be more pronounced for participants whose status perception of meat consumption is weak (interaction effect).*
- (6) The expected effects will be more pronounced for participants whose subjective norm about a vegetarian diet is positive (interaction effect).*

## **Methodology**

### **Participants**

Within this study, no exclusion criteria were applied. Approximately 200 participants were approached via facebook (writing a personal message to each participant), email and telephone, 156 actually participated (response rate 78%). 80 were randomly assigned to the meat condition, 76 to the vegetarian condition. Participants were all German, most of them resident either in the Western part of the country or in Enschede (the Netherlands). Their age varied between 19 and 53, 74 male and 82 female participants took part, among them 30 vegetarians and 126 non-vegetarians. After data collection, vegetarians were excluded from the analysis, which will be explained in the analysis & strategy section. The sample mainly consisted of students. Most of them passed the university-entrance diploma (45, 4 %), some already had a bachelor diploma (19, 7 %), some had a professional education (17, 8 %), few had passed the vocational diploma (9, 9 %), another few already had a master diploma (6, 6 %) and 0, 7% had a General Certificate of Secondary Education. Since it was an online questionnaire, people were able to fill it in anywhere they were at the moment. Test subjects received no money for participation and it was completely voluntary. Evaluation of the data was anonymized. They were asked beforehand to fill in the questionnaire by themselves.

*Randomization Check.* Participants were randomly assigned to one of the two conditions. To test whether the two groups differed significantly from each other in any regard, a randomization check was done by means of a t-test for two independent samples. All determinants (age, vegetarian or not, gender, educational level) were equally distributed over the two groups. A t-test showed that there was no significant difference between the two groups with reference to age,  $F = .001$ ,  $p = .98$ . For level of education, an ANOVA was executed,  $F = .00$ ,  $p = .99$ . A chi-test was done which indicated that gender was equally distributed as well,  $\chi^2 (N = 126) = .063$ . It was not tested whether vegetarians were equally distributed between the two conditions since they were excluded from the analysis.

Table 1

*Descriptive Statistics*

	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Men (n = 74)</b>	<b>Women (n = 82)</b>
Age	156	24,84	4,83	24,99	24,70

**Design**

The experiment was a between-subject design. There were two conditions to which participants were randomly assigned. In the first condition, paparazzi pictures that show famous actors/actresses and musicians eating vegetarian food such as grilled cheese in a non-working situation. In the second condition, the same kind of photos was presented except that the famous people were shown eating meat instead of vegetarian products.

**Manipulation**

Depending on the condition, participants were instructed to look at pictures that present “paparazzi” pictures of famous people (actors/actresses and singers) either eating meat or vegetarian products.

The introductory text was as neutral as possible in order not to manipulate the participant in any other way as intended. After that, the two different conditions were presented. A short sentence commented on each of the pictures in order to describe the background story (e. g. “Here we see Charlize Theron enjoying a beer at a basketball game”).

Five actresses, two actors, and one singer were presented in both conditions in order to represent gender and profession equally. The pictures showed them in a non-working situation, either on the streets or at an event.

### **Measuring instruments**

#### **Status Perception of a Vegetarian Diet versus Status perception of meat consumption**

The status perception of a vegetarian diet and of meat consumption were measured on a seven-point Likert scale that goes from “Strongly disagree” to “Strongly agree”. Status perception of a vegetarian diet was measured on a continuum, perceiving a vegetarian diet as conveying high social and economic power on the top end to perceiving it as conveying low economic and social power on the lower end. Status perception of meat consumption was measured on the same continuum (associating it with high economic and social power on the top, associating it with low economic and social power on the lower end). This scale contained seven items, for example “Following a vegetarian diet is a status symbol” or “Meat consumption means luxury”. The scale was complemented by one item about alcohol consumption, one item about eating sweets and two items about eating vegetables in order to cover the real purpose of the study, they were not included in the analysis.

Factor analysis indicated three factors. The first one was labelled “Status perception of a vegetarian diet” because three items which loaded on the factor all dealt with statements about how a vegetarian diet is perceived with reference to social and economic power (e.g. “A vegetarian diet is a status symbol”). This factor explained 37% of the variance,  $\alpha = 0,67$ . The second factor was labelled “Status perception of meat consumption”. The three items which loaded in this factor all dealt with status perception of meat consumption (e.g. “Meat consumption means luxury”). It explained 20% of the variance,  $\alpha = 0,68$ . Only one item loaded on the third factor: “Vegetarians are often well-educated people” was different from the other ones in that it dealt with the educational aspect of prestige instead of the monetary aspect. It explained 15 % of the variance. Loading were all at least 0,47. The two scales were sufficient reliable, whereas the single item was not.

#### **Subjective Norm about a vegetarian diet**

Subjective norm was measured by means of five items (“Important others look favorably upon a vegetarian diet”). Participants had to choose on a seven-point Likert scale that runs from “totally disagree” to “totally agree” how much they agreed with each statement. One item about

eating sweets, one about alcohol consumption and one about a balanced diet were added to the scale to cover the real purpose of the study at hand, but they were not included in the analysis. Factor analysis indicated one factor which explained 40 % of the total variance. A second factor was indicated which explained 20 % of the variance. Only one item (“Important people in my life evaluate a vegetarian diet as positive”) loaded on the second factor. All loadings were at least 0.56. The scale “Subjective Norm with reference to a vegetarian diet” is a sufficiently reliable ( $\alpha = 0,61$ ).<sup>1</sup>

### **Attitude towards a vegetarian diet**

Attitude towards a vegetarian diet was measured by means of six items. Answers had to be given on a seven-point Likert scale running from “totally disagree” to “totally agree”. This scale was intended to measure how a vegetarian diet is perceived. Therefore, participants had to indicate to what extent they perceive it as good, healthy, advantageous, clever, pleasant and necessary (e. g. “A vegetarian diet is positive”). Factor analysis indicated that one factor explained 67 % of the variance. The scale was sufficiently reliable,  $\alpha = 0,90$ .

### **Critical attitude towards meat consumption**

A critical attitude towards meat consumption was measured by means of three items. Two items referring to candy and two questions about alcohol consumption were added to the scale to cover the real purpose of the study but were not included in the analysis. This scale was sufficiently reliable,  $\alpha = 0,74$ . It was intended to measure how people think about the environmental aspects of meat consumption and also about related topics such as food distribution and food waste (“It would be good for our environment if more people gave up meat”, “Meat production leads to a waste of food” and “Meat is consumed in a wasteful manner”). Factor analysis revealed that one factor explains 65 % of the total variance,  $\alpha = 0,73$ .

### **Intention**

Intention was measured by means of two items (“In the coming three month, I will eat less meat”). Participants had to answer how much they agreed with each statement on a seven-point Likert scale running from “totally disagree” to “totally agree”. Two items referring to candy

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<sup>1</sup> To argue with regard to contents, this item refers to a more general attitude about a vegetarian diet than the other items which are more subjective (e.g. “Sometimes I feel like my friends expect me to eat less meat”). Nevertheless, it does say something about what I assume my friends think over a vegetarian diet so it was not excluded from the scale.

and two about alcohol consumption were added to the scale to cover the real purpose of the study. Factor analysis indicated that one factor explained total variance (91 %). The two items form a homogenous scale,  $\alpha = 0,91$ .

## **Procedure**

The online platform "Qualtrics" was used to design and spread the questionnaire at hand. First, an overview of the study with all relevant information was given for the participants. Thereafter, test subjects had to click on a button through which they agreed with the informed consent. The questionnaire was spread in April 2015. The participants were supposed to complete the questionnaire in one session which took around 15 minutes.

The questionnaire contained two conditions. In both conditions a short introductory text was presented. It described briefly how famous people are often being photographed by paparazzi, e. g. while eating something. The text also explained that eating behaviors of famous people are often discussed in tabloid newspapers. Then the participant was instructed to look at the pictures as though she/he is now reading such a magazine. After that, the two different conditions were presented. Thereafter, subjective norm, attitude, intention and status perception were measured. This study contained one moment of measuring, after test subjects were exposed to one of the two conditions. Then, demographic variables (age, gender, education, vegetarian or not) were asked. At the end of the questionnaire, participants were thanked and informed about the purpose of the study (debriefing).

## **Analysis and Strategy**

Principal component factor analysis with varimax rotation was used to investigate the underlying factors of the scales. The factors that were measured through the questions all had an eigenvalue above 1. The proposed model (figure 1) was tested by means of an analysis of variance. The two conditions (vegetarian versus meat) serve as the independent variable. The status perception of meat consumption and a vegetarian diet and subjective norm serve as moderator variables, for each of which an independent two-way ANOVA was executed (three two-way ANOVAS in total). A critical attitude towards meat consumption, attitude towards a vegetarian diet and intention were included as dependent variables.

Vegetarians were excluded from the analysis. The questionnaire was designed to measure people's intention to eat less meat in the future. Vegetarians already eat no meat at all, which means they cannot form the intention to eat less meat. So their intention cannot reliably be tested by means of this questionnaire.

## Results

### Descriptive statistics

The means, standard deviations and correlations of the variables in the model (figure 1) are shown in table 6. In general, participants had a relatively strong critical attitude towards meat consumption and meat production rather than a naïve or ignorant one which is reflected by the relatively high scores on the scale of critical attitude towards meat consumption,  $M = 5,61$ ,  $SD = 1,79$ . Furthermore, they had a relatively positive attitude towards a vegetarian diet, which means that they evaluated it as positive rather than negative,  $M = 4,76$ ,  $SD = 1,09$ . This is shown by the high scores on attitude towards a vegetarian diet. Relatively high scores on subjective norm indicated a relatively positive subjective norm about a vegetarian diet, yet standard deviation was high,  $M = 5,63$ ,  $SD = 2,09$ . Scores on status perception of a vegetarian diet, status perception of meat consumption and intention were on average.

Table 2

*Means of the dependent variables and moderators for each condition*

	<b>Meat condition</b>		<b>(veg.) condition</b>	
	M	SD	M	SD
Attitude (veg.)	4.72	1.09	5.59	1.82
Critical attitude	4.82	1.09	5.63	1.77
Subjective Norm	5,64	2,05	5,61	2,16
Status perception (veg.)	3,88	1,32	3,64	1,25
Status perception (meat)	3,54	1,34	3,38	1,44

### Presentation of results per moderating variable

Beforehand it was expected that participants who looked at pictures of famous people eating vegetarian products have a more positive attitude towards a vegetarian diet than participants who looked at pictures of famous people eating meat (main effect). Furthermore it was expected that participants who looked at pictures of famous people eating vegetarian products have a more pronounced critical attitude towards meat consumption than participants who looked at pictures of famous people eating meat (main effect).

Thirdly, it was expected that participants who looked at pictures of famous people eating vegetarian products have a more pronounced intention to eat less meat than participants who looked at pictures of famous people eating meat (meat effect).

It was also expected that these effects are more pronounced for people whose subjective norm about a vegetarian diet is positive (interaction effect of the manipulation and the subjective norm about a vegetarian diet).

Results partly confirmed the hypotheses, partly they did not. Analysis showed that subjective norm exerted influence on critical attitude towards meat consumption,  $F = 1, 59, p = 0, 05$ . In other words, people who had a positive subjective norm about a vegetarian diet had a more pronounced critical attitude towards meat consumption. Additionally, subjective norm had an effect on intention to eat less meat,  $F = 1, 78, p = 0, 02$ . It means that people who had a positive subjective norm about a vegetarian diet had a stronger intention to eat less meat. Other results referring to subjective norm were not significant.

Table 3

*Analysis of Variance with subjective norm as a moderator*

	<b>Main</b>	<b>Effect</b>	<b>Subj.</b>	<b>Norm</b>	<b>Interaction</b>	<b>Effect</b>
	F	p	F	p	F	p
Attitude (veg.)	1.8	.18	1.38	.13	1.54	.09
Critical attitude (meat)	.33	.57	1.59	.05	1.32	.19
Intention	.21	.65	1.78	.02	1.53	.09



It was also expected that the effects described above are more pronounced for people whose status perception of a vegetarian diet is strong (interaction effect of the manipulation and status perception of a vegetarian diet).

Hypotheses were partly confirmed. Results indicated that the status perception of a vegetarian diet exerted influence on intention to eat less meat,  $F = 1,77, p = 0,04$ . In other words, people who associated a vegetarian diet with economic power had a stronger intention to eat less meat. Other results referring to the status perception of a vegetarian diet were not significant.

Table 4

*Analysis of Variance with the status perception of a vegetarian diet as moderator*

	Main Effect		(veg)Status Perception		Interaction Effect	
	F	p	F	p	F	p
Attitude (veg.)	1.38	.24	1.44	.14	.95	.51
Critical attitude (meat)	.14	.71	1.13	.34	.56	.89
Intention	.82	.37	1.77	.04	1.28	.23

It was expected that the effects described above are more pronounced for people whose status perception of meat consumption is weak (interaction effect of the manipulation and status perception of meat consumption).

Results indicated that the status perception of meat consumption exerted influence on critical attitude towards meat consumption,  $F = 2,69, p <= 0,01$ . This means that people who do not perceive meat consumption as conveying a high social status had a more critical attitude towards it. Other results referring to the status perception of meat consumption were not significant.

Table 5

*Analysis of variance with the status perception of meat consumption as moderator*

	<b>Main Effect</b>		<b>Status Perception (meat)</b>		<b>Interaction Effect</b>	
	F	p	F	p	F	p
Attitude (veg.)	.98	.33	.73	.72	1.28	.25
Critical attitude (meat)	1.27	.26	2.69	<.01	1.48	.16
Intention	.52	.47	1.24	.27	1.30	.24

### **Correlations**

Correlations partly confirmed the model. As expected, status perception of a vegetarian diet correlated positively with intention. In other words, people who associate a vegetarian diet with high economic power, tended to have a stronger intention to eat less meat. Furthermore, it also correlated positively with status perception of meat consumption, which was not expected beforehand. In accordance with the proposed model (Ajzen, 1991), the subjective norm about a vegetarian diet correlated positively with attitude towards a vegetarian diet, critical attitude towards meat consumption and intention. This means that people who thought that their peers approve of a vegetarian diet tended to have a more positive attitude towards a vegetarian diet, a more critical attitude towards meat consumption and a stronger intention to eat less meat. It also correlated positively with status perception of a vegetarian diet, which was not expected on the basis of the proposed model. Attitude towards a vegetarian diet and critical attitude towards meat consumption correlated positively with intention, which means that people who have a positive attitude towards a vegetarian diet and a critical attitude towards meat consumption have a stronger intention to eat less meat. Other relations were not confirmed.

Table 6

*Correlations*

	N	M	SD	1	2	3	4	5	6	7
1. Condition	126	-	-	-	-.01	.05	.02	-.10	-.06	-.01
2. Subjective Norm	126	5,63	2,09		-	0,26**	0,18*	.23**	-.04	.40**
3. Attitude (veg.)	126	4,76	1,09			-	.14	.18*	.16	.54**
4. Critical attitude (meat)	126	5,61	1,79				-	.04	.08	.20*
5. Vegetarian status perception	126	3,76	1,28					-	.23*	.23**
6. Meat status perception	126	3,46	1,38						-	.09
7. Intention	126	3,16	1,60							-

\* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

### Discussion

Aim of this study was to get insights in possible factors that influence the consumer's (meat) eating behaviors. Therefore, an online questionnaire was administered and spread via the online platform "Qualtrics". Data of 156 participants was gathered to see whether seeing pictures of famous people eating meat or vegetarian products exert influence on their status perception of a vegetarian diet and meat consumption, their subjective norm about a vegetarian diet, their attitude towards a vegetarian diet and meat consumption, and their intention to eat less meat.

Research from Hoek and colleagues (2011) indicated that determinants of consumption of meat substitute are less related to ethical aspects - such as protection of animals - but more to sensory attractiveness of and unfamiliarity with the products. This fits in with our assumption that increasing awareness of potential negative consequences of meat production is not very effective. Therefore, it was investigated which factors besides ethical aspects may exert influence on following a vegetarian diet. Within this study, it was examined whether seeing famous people eating meat or vegetarian products exerts influence on people's attitude towards a vegetarian diet and their intention to follow it. Additionally, people's status perception of a vegetarian diet and meat consumption was included as a moderating factor. To the researcher's

knowledge, this is the first study that includes status perception of a vegetarian diet and status perception of meat consumption as a moderating factor.

Results partly confirmed our hypotheses, partly they did not. Analysis revealed that participants who had a positive subjective norm had a more pronounced critical attitude towards meat consumption and a stronger intention to eat less meat. Furthermore, results indicated that participants who perceive a vegetarian diet as conveying a high social status have a stronger intention to eat less meat. Finally, it was found that people who associate meat consumption with low social and economic power status have a stronger critical attitude towards meat consumption. Other relations based on the proposed model were not confirmed by the results. The effects found in this study are confirmed through other studies which used the theory of planned behavior as a model (e. g. Armitage & Conner, 1999; Pawlak, Malinauskas & Rivera, 2009).

The theory of conspicuous consumption (Mason, 1980) states that if people associate certain products or lifestyles (say, a certain eating behavior) with a desirable goal (say, gaining prestige), they may tend to engage in that lifestyle in order to reach the goal. Since the results of this study indicated that the manipulation - pictures of famous people either eating meat or a vegetarian product - did not have any effects, they do not support the theory of conspicuous consumption. There are several explanations possible here. First, when it comes to eating behaviors, people may be more inclined to use their friends' and family's eating behavior as a reference point rather than that of famous people. There is already some research done which confirms the influence of subjective peer norms on eating behavior (e. g. Stok, de Vet, de Wit, Luszczynska, Safron, & de Ridder, 2015). It would be interesting to compare the influence of famous people to that of family and friends with reference to a vegetarian diet and meat consumption.

Second, due to limitations of this study, no results that confirm the theory of conspicuous consumption were found. These are explained in the following.

The validity of this study has certain limitations. First of all, it should be mentioned that most of the participants were students around the age of 25. Students tend to be more educated and probably come from families which have enough money to let their children study. Furthermore, they are relatively young compared to the average consumer population. So one has to keep in mind that participants were more educated, more wealthy and younger than the average. Therefore, the sample was not completely representative of the whole consumer population. External validity of the study would be increased if more age groups and people from different social classes were included. For example, it is possible that people from a lower

social class, who do not have enough money to buy more expensive groceries such as certain meat substitutes, would answer the questions in a completely different manner.

Second, the manipulation does not seem to have been effective. Maybe participants did not notice the vegetarian/meat products sufficiently because they were not highlighted in the picture. Nevertheless, considering external validity it was the best way of presentation. Aim of the study was to investigate whether people are influenced by the eating behavior of other (famous) people. In everyday life, people get influenced by other people's behavior without deliberately paying attention to it. It rather happens on a more unconscious level. So the manipulation was designed to contain pictures that resemble real-life situations.

Furthermore, it is possible that the famous people presented were not as suitable as expected. They were all actors/actresses or singers, one was German, all other persons were American. This kind of professionals is generally perceived as having high economic and social power, because of their often luxurious lifestyles and their relevance in the social media. Maybe they did not convey prestige and economic power as much as it was intended beforehand. For example, politicians and writers could have conveyed status more in the sense of having prestige, whereas singers and actors/actresses convey status more in the sense of having fame. Nevertheless, due to their presence in tabloid magazines, on TV and radio or in social media such as Facebook, Twitter and Instagram, singers and actors/actresses may be more "ever-present" than politicians and writers, whose presence is more limited to their specific work field. These limitations stimulate ideas of potential follow-up research. For example, it could be investigated whether the manipulation would be more effective if people from other professions were included. Furthermore, this should be tested beforehand by means of a pre-test.

Additionally, definition and operationalization of the construct "vegetarian diet" should be adjusted. Beforehand it was unsuccessfully tried to find pictures of famous people eating meat substitutes instead of ordinary products that simply do not contain meat. It may be that this form of vegetarian diet - simply giving up meat - is not influenced by other (famous) people's eating behavior. But it may well be the case that the proposed model holds true for a vegetarian diet in form of substituting meat products for special vegetarian products such as tofu, wheat gluten etc. So it may be the case that results were different for a vegetarian diet which is defined as consuming meat substitutes rather than meat renunciation. To investigate this, the manipulation should contain meat substitutes instead of products that simply lack meat such as a vegetarian pizza, as used within this study.

There are other ways in which the manipulation could be improved: First, it could be tried to find pictures of the same famous people for both conditions so that two pictures of e. g. Arnold Schwarzenegger are used, one which shows him eating a meat substitute for the vegetarian condition and one which shows him eating a meat product for the meat condition.

Nevertheless, it should be mentioned that gender as well as profession (actor/actress versus singer) were equally distributed between the two conditions. So this aspect can be ruled out as a threat to internal validity.

Although results were merely partly confirmed, it has very useful implications. Insights in determinants of meat consumption and following a vegetarian diet can make interventions that aim at establishing a more sustainable consumption of food more effective. If the public image of meat substitutes - which consists of factors such as unfamiliarity and sensory unattractiveness - stands in the way of people's attempts to follow a vegetarian diet, interventions that aim at polishing this image will be more effective than previous attempts.

Furthermore, the fact that the status perception of a vegetarian diet exerts influence on the intention to eat less meat can be useful as well. With this knowledge, one could design interventions that are capable of changing the image of meat substitutes in order to bring people closer to a vegetarian diet and to sustainable products such as a tofu sausage. This could ultimately contribute to a more effective usage and also to a more equal distribution of food. Also, interventions that aim at changing the subjective norm about a vegetarian diet may be effective to change people's attitude towards a vegetarian diet and their intention to eat less meat.

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## Appendix A: Questionnaire

### Eating Behavior

Herzlich willkommen! Vielen Dank für ihre Teilnahme. Diese Studie, welche ich im Rahmen meiner Bachelorarbeit durchführe, befasst sich thematisch mit dem Essverhalten von bekannten Personen. Es werden Ihnen zunächst einige Bilder von Personen, die sie aus den Medien sicherlich kennen, präsentiert. Schauen Sie sich die Bilder bitte aufmerksam an. Anschließend werden Ihnen einige Aussagen bzgl. bestimmter Essverhalten präsentiert, wobei Sie angeben sollen, inwieweit sie jeweils übereinstimmen. Nachdem sie den Fragebogen ausgefüllt haben, bekommen sie weitere Informationen über Sinn und Zweck der Studie. Das Ausfüllen wird ungefähr 10 Minuten in Anspruch nehmen und kann bequem von Zuhause ausgefüllt werden. Es ist wichtig, dass Sie den Fragebogen ungestört und ohne Unterbrechungen ausfüllen können. Es wird stets nach ihrer persönlichen Meinung gefragt, es gibt also keine richtigen oder falschen Antworten. Ihre Daten werden vertraulich und anonym verarbeitet. Sie werden ausschließlich für diese Studie verwendet und werden nicht an Dritte weitergegeben. Die Teilnahme an dieser Studie ist freiwillig, darum haben sie zu jedem Zeitpunkt die Möglichkeit, die Teilnahme zu beenden. Am Ende des Fragebogens können Sie angeben, ob Sie im Nachhinein über die Ergebnisse informiert werden möchten. Ich bedanke mich im Voraus sehr herzlich für ihre Mitarbeit! Mit freundlichen Grüßen, Theresa Maitzen (Bachelorstudentin Psychologie) Wenn Sie im Nachhinein noch Fragen haben zu dieser Untersuchung, können sie gerne Kontakt mit mir aufnehmen: [t.maitzen@student.utwente.nl](mailto:t.maitzen@student.utwente.nl) Indem Sie auf „Einverstanden“ klicken, geben Sie an, dass Sie den obenstehenden Text gelesen haben und mit der Teilnahme einverstanden sind.

Ich habe den obenstehenden Text gelesen und bin einverstanden mit der Teilnahme an dieser Studie.

Einverstanden

Zunächst einmal möchte ich Ihnen gerne ein paar Fragen bzgl. Ihrer Ernährung stellen.

Wie oft in einer durchschnittlichen Woche essen Sie die folgenden Nahrungsmittel?

	Nie	Sehr selten	Ab und zu	Manchmal	Regelmäßig	Oft	So gut wie immer
Schweinefleisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rind- oder Kalbfleisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lammfleisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hähnchenfleisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gemüse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fleischersatzprodukte (Halloumi, Seitan, Tofu etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Süßigkeiten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Das Essverhalten vieler prominenter Leute wird in der Öffentlichkeit immer mal wieder zum Thema gemacht. Dabei geht es um Aspekte wie zum Beispiel Fitness, Gesundheit oder Körperumfang. Es wird darüber diskutiert, ob die "Promis" sich gesund oder ungesund, bewusst oder unbewusst, viel oder wenig, günstig oder teuer ernähren. Auch geht es manchmal darum, wie Promis zum Thema Fleischkonsum stehen. Hier geht es unter anderem dann um ethische und gesundheitliche Aspekte. Da Promis Leute des öffentlichen Lebens sind, setzen sie durch ihr Essverhalten automatisch ein Statement. Klatsch- und Tratschzeitschriften drucken oft Bilder ab, auf denen die sogenannten "VIPs" in Restaurants, am Imbiss oder mit einem Snack auf der Straße zu sehen sind. Die Magazine versuchen dadurch, Promis als "ganz normale Menschen" zu entlarven, die ebenso gerne zu zum Beispiel einem Hot Dog greifen wie der durchschnittliche Verbraucher. Stellen Sie sich nun vor, dass sie zufällig eine dieser Zeitschriften zur Hand genommen haben und sich die folgenden Schnapschüsse ansehen:

Im Folgenden sehen sie Bilder von bekannten Personen beim Essen oder Trinken, wie sie auch in einem Klatsch- und Tratschmagazin abgelichtet sein könnten:

Charlize Theron gönnt sich während eines Basketballspiels ein Bier:



Anne Hathaway isst gegrillten Käse, während sie mit ihrem Freund unterwegs ist:



Julia Roberts lebt vegetarisch und hat Zuhause ihren eigenen Gemüsegarten. Hier isst sie ein Stück vegetarische Pizza



Arnold Schwarzenegger genießt in seiner sonnigen Heimat Californien ein Eis.



Der Schauspieler Jared Leto genießt eine vegetarische Pizza mit Rucola.



Die Schauspielerin Mayim Bialik hat bereits ein veganes Kochbuch geschrieben. Hier isst sie einen vegetarischen Bagel.



Der Sänger Andre 3000 lässt sich einen vegetarischen Nacho-Salat schmecken.



Reese Witherspoon genießt beim Pizza Essen mit ihrem Ehemann ein Glas Wein.



Charlize Theron gönnt sich während eines Basketballspiels ein Bier:



Leighton Meeser gönnt sich einen herzhaften Burger während Drehpausen in New York.



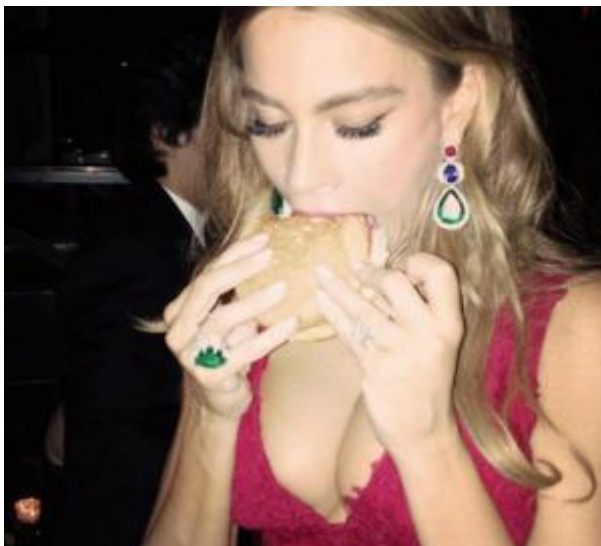
Justin Bieber genießt sichtlich seinen Hamburger in einem Fast Food Restaurant in Hollywood:



Arnold Schwarzenegger genießt in seiner sonnigen Heimat Californien ein Eis.



Auch Sofia Vergara (Modern Family) gönnt sich ab und zu einen herzhaften Burger.





Christoph Waltz, hier bei den Golden Globes Awards in Beverly Hills, Kalifornien, genießt seinen Cheeseburger:



Jessica Alba, hier mit ihrer Freundin Jaime King, isst während eines Footballspiels einen Hot Dog.



Reese Witherspoon genießt beim Pizza Essen mit ihrem Ehemann ein Glas Wein:



Nun werden Ihnen ein paar Aussagen präsentiert. Geben Sie bitte jeweils an, inwieweit Sie zustimmen bzw. nicht zustimmen. Hierbei geht es um ihre subjektive Meinung, es gibt also keine richtigen oder falschen Antworten!

	Stimme überhaupt nicht überein	Stimme voll überein	Stimme eher nicht zu	Habe keine Meinun- g	Stimme eher zu	Stimme eher zu	Stimme voll und ganz zu
Wichtige Menschen in meinem Leben stehen einer vegetarischen Ernährung positiv gegenüber.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wichtige Menschen in meinem Leben fänden es gut, wenn ich Fleisch öfter mal durch ein anderes Produkt ersetzen würde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manchmal habe ich das Gefühl, dass meine soziale Umgebung von mir erwartet, dass ich weniger Fleisch esse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wichtige Menschen in meinem Leben halten übermäßigen Alkoholkonsum für negativ.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>Wichtige Menschen in meinem Leben halten es für wichtig, sich ausgewogen zu ernähren.</p> <p>Wenn meine Freunde versuchen würden, weniger Fleisch zu essen, würde ich das auch tun.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Wichtige Menschen in meinem Leben halten übermäßigen Süßigkeitenkonsum für schlecht.</p> <p>Wenn meine Freunde Fleisch öfter durch andere Produkte ersetzen würden, würde ich das auch tun.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nun werden Ihnen ein paar Aussagen präsentiert. Bitte geben Sie an, inwieweit sie jeweils zustimmen bzw. nicht zustimmen!

Eine vegetarische Ernährung ist...

	1	2	3	4	5	6	7
schlecht:gut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ungesund:gesund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unvorteilhaft:vorteilhaft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dumm:schlau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unangenehm:angenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unnötig:nötig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Alkoholkonsum ist...

	1	2	3	4	5	6	7
schlecht:gut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ungesund:gesund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unvorteilhaft:vorteilhaft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dumm:schlau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unangenehm:angenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unnötig:nötig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Süßigkeiten essen ist...

	1	2	3	4	5	6	7
schlecht:gut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ungesund:gesund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unvorteilhaft:vorteilhaft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dumm:schlau	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unangenehm:angenehm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unnötig:nötig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte geben Sie an, inwieweit sie mit folgenden Aussagen übereinstimmen!

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Habe keine Meinung	Stimme eher zu	Stimme zu	Stimme voll und ganz gut
Es wäre gut für die Umwelt, wenn mehr Menschen auf Fleisch verzichten würden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durch die Fleischproduktion werden Nahrungsmittel verschwendet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fleisch wird in unnötig großen Mengen konsumiert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alkohol wird in unnötig großen Mengen konsumiert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Süßigkeiten werden in unnötig großen Mengen konsumiert.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Inwieweit stimmen Sie folgenden Aussagen zu?

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Habe keine Meinung	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Fleisch zu essen bedeutet Luxus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fleisch zu essen ist ein Statussymbol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarier sind häufig gebildete Menschen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gebildete Menschen essen weniger Süßigkeiten als der durchschnittliche Verbraucher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frisches Obst und Gemüse bedeuten Luxus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gebildete Menschen essen häufiger Obst und Gemüse als der durchschnittliche Verbraucher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Gebildete Menschen trinken weniger Alkohol als der durchschnittliche Verbraucher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sich vegetarisch zu ernähren ist ein Statussymbol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fleisch kann man nur durch andere eiweißreiche Produkte ersetzen, wenn man finanziell gut gestellt ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetarische Produkte bedeuten Luxus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte geben Sie an, inwieweit sie folgenden Aussagen zustimmen:

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme eher nicht zu	Habe keine Meinung	Stimme eher zu	Stimme zu	Stimme voll und ganz zu
Ich nehme mir vor, in den folgenden drei Monaten weniger Fleisch zu essen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich nehme mir vor, in den folgenden drei Monaten weniger Alkohol zu trinken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich nehme mir vor, in den folgenden drei Monaten weniger Süßigkeiten zu essen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ich werde in den nächsten drei Monaten weniger Fleisch essen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde in den nächsten drei Monaten weniger Alkohol trinken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde in den nächsten drei Monaten weniger Süßigkeiten essen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sind Sie Vegetarier?

- Ja
- Nein
- Nein, aber ich esse sehr wenig Fleisch

Wie alt sind Sie?

Ich bin...

- männlich
- weiblich

Welchen Abschluss haben Sie?

- keinen Abschluss
- Hauptschulabschluss
- Realschulabschluss
- Fachabitur
- Abitur
- eine Berufsausbildung
- einen abgeschlossenen Bachelor
- einen abgeschlossenen Master

Dankeschön! Zualererst möchte ich mich herzlich für ihre Mitarbeit an meiner Studie bedanken. Sie haben mir damit sehr geholfen. Diese Studie befasst sich mit dem Einfluss, den das Essverhalten bekannter Personen auf uns hat. Es wird untersucht, inwieweit unsere Assoziationen und unsere Attitude bzgl "Vegetarisch essen" sich beeinflussen lassen durch das Essverhalten prestigeträchtiger Personen. Außerdem soll untersucht werden, inwieweit unsere Intention, in Zukunft weniger Fleisch zu essen bzw gänzlich auf Fleisch zu verzichten, beeinflussbar ist. Es wird erwartet, dass eine vegetarische Ernährung positiver bewertet und stärker mit Prestige assoziiert wird, wenn VIPs beim Essen von vegetarischen Produkten gesehen werden, als wenn sie beim Konsumieren von Fleisch gezeigt werden. Auch wird erwartet, dass die Intention, weniger Fleisch zu essen, steigt, wenn berühmte Personen mit einer vegetarischen Ernährung in Verbindung gebracht werden. Eng damit verknüpft ist unser soziales Umfeld und die dort vertretenen Meinungen in Bezug auf eine vegetarische Ernährung. Es wird davon ausgegangen, dass der Einfluss, den das Essverhalten anderer Personen auf uns ausübt, abhängig ist von der in unserem sozialen Umfeld verbreiteten und akzeptierten Auffassungen bzgl. dieses Themas. Sie wurden gerade willkürlich einer von zwei Bedingungen zugewiesen. Sie haben Bilder von VIPs entweder beim Essen von vegetarischen oder beim Essen von nicht-vegetarischen Produkten gesehen. Die Ergebnisse dieser Studie können dazu beitragen, eine nachhaltige und bewusste Ernährung zu fördern. Wenn sie an den Ergebnissen

dieser Studie interessiert sind, können sie mir eine Email schreiben:  
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