

Vegetarian or Meatless, does it matter?  
*To what extent do word choice and motivation type on the packaging of meat substitutes influence the buying behaviour of the consumer.*

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## Abstract

Although the consumption of meat significantly contributes to global warming and consumers are aware of this. Additionally, meat substitutes are widely available. Yet, animal products are consumed at high rates in the Netherlands. This research used a 3 (motivation: animal welfare, healthy lifestyle and climate change) x 3 (food label: animal welfare, healthy lifestyle and climate change) x 2 (word choice: meatless burger vs vegetarian burger) between subjects experimental design (N=580) to investigate how motivation to buy meat substitutes, the product packaging and motivation-oriented labels influence consumers' attitude towards meat substitutes as well as their purchasing behaviour. The study showed that participants' main motivation to buy meat substitutes (i.e. climate change, animal welfare and healthy lifestyle) to be the main effect across all dependent variables. Furthermore, several significant interactions were found between variables. Significant interaction was found between *word choice* and *label*. This interaction effect shows that only when an *animal* label is used, the *word choice* makes a difference in the attitude.

Also, a significant interaction was found between *main motivation* and *label*. This interaction shows that a congruent food label only resulted in a higher purchase intention was for participants with a *climate change* or *animal welfare* motivation. There was no significant difference for *health* motivated participants. To end with, a significant interaction effect was found between *main motivation* and *label*. The interaction effect shows that when *main motivation* and *label* are congruent, it resulted to have a positive effect on label congruence. This effect is stronger for *climate change* and *animal welfare* than for *health*. These findings could inform further research into consumer behaviour and meat substitutes.

**Keywords:** Meat-substitute, consumer behaviour, main motivation, food labelling, word choice

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## 1. Introduction

In the Netherlands alone, 1.7m animals are slaughtered daily for meat consumption (Central Bureau for Statistics, 2020). Research indicates that animal agriculture significantly contributes to rapidly changing climate conditions and that this industry is responsible for about 20 to 35% of harmful greenhouse gas emissions (Voedingscentrum, 2019). In order to mitigate the impact of the food industry on climate change, the Food and Agriculture Organization (FAO) recommends a more sustainable diet; one that is low environmental impact, economically fair and affordable, culturally accepted and nutritionally adequate, healthy and safe (FAO, 2010). An example of a sustainable diet is the *flexitarian* diet. Although flexitarianism derives from vegetarianism, flexitarians do not refrain from eating meat altogether (Beardsworth & Keil, 1992; Fox & Ward, 2008; Janda & Trocchia, 2001).

Where there was little to no variance in the meat substitutes in supermarkets, the range of available products has increased significantly over the past five years. The increase in product variance is similarly visible on restaurant menus, and some establishments even offer vegetarian or vegan exclusively. The option to choose to eat meatless has become accessible, perhaps even a trend. Yet, even though the market for meatless products is growing, the intake of meat in the Netherlands is increasing still (Dagevos et al., 2020). On average, the market for meat substitutes has grown around 4% each year, a growth rate that ABN AMRO expects to increase further to 10% for 2019 and 2020 (Menkveld, 2019). There are several factors contributing to this observed growth. For instance, large food corporations invest in the development and supply of meat substitutes, thus accelerating the process of product innovation. Moreover, consumers are more motivated to replace animal proteins with plant-based proteins. Thereby, the wide range of products, increase of quality and awareness of the products also show positive effects towards this growth (Menkveld, 2019).

The study of Backer and Hudders (2014) identifies four main motives for decreased meat intake: *ecological concerns*, *animal welfare concerns*, *health motives* and *taste preferences*. Additionally, this study amongst Belgian participants suggests that *ecological concerns* and *health motives* are the two most significant variables in predicting a reduced intake of meat. Other studies similarly suggest that animal welfare and health- and environmental concerns are the main drivers of reduced meat consumption in the Western world (Forstell, 2019, Janssen et al., 2016; Ponzio, Mazzarini, Gasperi, Bottoni & Vallorani, 2015; Dyett, Sabaté Haddad, Rajaram & Shavlik, 2013). The present study adopts those motivational variables

(*animal welfare, health, and climate*) to study consumer behaviour in relation to meat substitutes.

Previous studies demonstrate that product packaging influences buying behaviour and attitudes and suggests that around 70% of consumer decision making in supermarkets is based on packaging. This packaging is designed to appeal to the consumer, and uses conscious and subconscious communication through labels, design, and linguistics to seduce consumers into buying specific products (Clement, 2007). Yet, despite the observed significance of packaging (and more specifically, wording) little research exists into *word choice*, which is even more absent with respects to meat substitutes (e.g. the difference in product names such as meatless burger or a vegetarian burger).

This research addresses the lack of information on the topic and explores how consumer motivations interact with product labelling and choice of words to ultimately observe how this affects consumer behaviour.

The central research question of this study is as follows:

*“To what extent does word choice and food labelling on the packaging of meat substitutes influence the buying behaviour of the consumer varying in motivation type? Is the consumer more motivated to buy the product when the packaging is congruent with their main motivation?”*

To answer this research question the study uses a 3(motivation: animal welfare, health and climate change) x3(label: animal welfare, health and climate change) x2(word choice: vegetarian burger and meatless burger) between subject design with motivation, food labelling and word choice as independent variables and attitude and buying behaviour as dependent variables.

Chapter 2 introduces the theoretical framework and research design of this study. Chapter 3 discusses the set-up and results of the methods pre-test. Chapter 4 elaborates on the methodology of the central study, whereafter the results are presented and discussed in the final two chapters.

## 2. Theoretical Framework

This chapter presents the literature relevant to this study. The first three subsections address *motivation to change*, *food labelling* and word choice and formulate hypotheses. The final subsection of this chapter focusses on research design.

### 2.1 Motivation to change

Besides positive effects on the environment and animal welfare, a vegetarian diet is also healthier (Aiking, 2014; de Boer&Aiking, 2017; Machovina et. al., 2015). Although people are aware of the disadvantages of meat consumption, they still consume it frequently, which researchers attribute to several factors. Firstly, people consider it *natural* to eat meat, because in their opinion, human beings are characteristically omnivorous. Secondly, people think meat is necessary and that it would be unhealthy to miss out on the nutrients available in meat. Thirdly, people consider eating meat as normal and socially acceptable. And lastly, people perceive eating meat as enjoyable, it tastes good (Joy, 2009; Piazza et al., 2015; Rosenfeld, 2018). In order to bring people to adopt a more vegetarian lifestyle, it is important to change these patterns of thought and attitudes.

In 1992, a study conducted by Yankelovich and partners illustrated that 46% of vegetarians chose this diet for health reasons; 15% for animal welfare considerations; 12% was influenced by their social environment; 5% indicated ethical arguments 4% mainly considered environmental reasons (Sabaté, 2001). For this study, *animal welfare*, *healthy lifestyle* and *climate change* are the three consumer motivations for adopting a more plant-based diet. These three motivations are used as independent variables to see if their interaction with certain labels impacts consumer attitudes, and by extension, the buying behaviour of the respondent. These three motivations are further explained below.

#### *Animal welfare as a motivator*

The study of Hölker, von Meyer-Höfer and Spiller (2019) states that one of the most frequently mentioned motivations to reduce meat intake is concerns about animal welfare. These concerns are based on the methods that are used to produce the meat (e.g., husbandry systems, fattening and slaughter).

Rothgerber (2014) suggests a connection between the cognitive dissonance and eating meat. Where on the one hand, the Western world is characterised by positive attitudes towards

animals and a general concern for their wellbeing (e.g. people love their pets), but on the other hand consume animals at high rates (Sobal, 2005). People consider hurting animals as something negative, yet they eat meat on a daily basis. The *cognitive dissonance theory* (Festinger, 1957) addresses this paradox of not wanting to hurt animals, but still eating them. This theory states that people actively avoid situations and information that would trigger feelings of dissonance. Thus, when multiple studies show the negative effects of eating meat, meat eaters will provide reasons why they eat meat and provide arguments against a vegetarian diet to justify their meat consumption. The question rises to see if a label focused on animal welfare on a packaging of meat substitutes would have an impact on the attitude and buying behaviour.

#### *Healthy lifestyle as a motivator*

The nutritional value of meat is complex. It can be seen as a rich source of nutrients such as protein, but processed meats are related to several health complications. Different studies show an association between meat consumption and increased risk of heart disease, metabolic disorders, and hypertension. These studies show a positive effect of a vegetarian diet. A vegetarian diet could help protect the body against chronic diseases. Because of that, a healthy lifestyle is a commonly used motivator to decrease meat intake (Craig, 2010; Huang et al., 2012; McEvoy et al., 2012; Pettersen et al., 2012; Sticher et al., 2010). Little research has been conducted about the negative impact of a more vegetarian diet. The concerns found, when switching to a meatless diet, are mainly focused on the lack of nutrients such as protein, vitamin B12, iron, zinc and omega 3. Because of the lack of those nutrients, people with a more vegetarian diet are advised to take extra supplements to lower the risk of deficiency (Harvard Health Publishing, 2009). Yet, meat substitutes contain high levels of protein and vitamin B12 and are thus feasible alternatives for nutritional supplements. The question rises to see if a health-focussed packaging of meat substitutes would impact consumer attitude and buying behaviour.

#### *Climate change as a motivator*

Food production, and specifically, meat production, significantly (negatively) affects processes of global warming and environmental degradation and exerts great pressure on global resources and ecosystems. The Food and Agriculture Organization stated in 2006 that approximately 14,5% of total greenhouse gas (GHG) emissions comes from livestock, especially cows (Sanchez-Sabate & Sabaté, 2019). The study of Hallström, Carlsson-



Kanyaman and Börjesson (2015) illustrates that the emission of GHG in vegetarian and vegan diets is between 20-55% lower and in a decreased meat diet without beef but only monogastric meat (e.g. chickens and pigs) the GHG is between 20-35% lower. Because of these numbers and the information available nowadays, climate change is a commonly mentioned motivator to decrease meat consumption. Again, the question rises what the impact of climate change-focussed packaging of meat substitutes towards the attitude and buying behaviour of the consumer is.

## ***2.2 Food labelling, logos and quality marks on packaging***

Supermarket products make use of food labels, which come in different forms, and contain different types of information. Most of this information is regulated through European Union legislation and are legally required to mention specific facts (e.g. the presence of the fourteen food allergens and ingredients, nutrition information, quantity, best before date and net quantity). Food labels can also include information that is not required by law such as marketing terms or labelling a product vegetarian or vegan. Environmental awareness, animal welfare and health benefits all commonly feature on food labels, as these concerns are considered relevant by consumers. Products that are unhealthy (e.g. processed foods, junk food and sweets) use these marketing terms and labels to persuade the consumer to buy these products by using words such as ‘light’, ‘0%fat’ or ‘extra vitamins’ (SafeFood, 2019). Not all information on product packaging is equally relevant to all consumers. Thus, motivation to process information might be an important consideration in label design and content. When it comes to the buying behaviour of the consumer in combination with quality marks, the study of de Hek, Immink, Tacken, Ruissen, van Haaster-de Winter & Meeusen (2012) found that a third of consumers in the Netherlands consider food with a quality mark label as more valuable than products that do not carry such a label. Eight percent of the consumers choose for a specific quality mark, twenty-five percent have doubts about buying the product when there is no quality mark on it and sixteen percent of these consumers say they consciously choose to buy products without a quality mark.

### *Labels towards healthy lifestyle, animal welfare and climate change*

Nutrition and health claims are considered powerful tools when it comes to consumer communication. They provide information on food characteristics and health-related benefits. Besides the positive influence, food labelling can also have a *halo effect*. The consumers

believe that the food is healthier than it truly is based on the single statements made on the packaging, which can lead to increased product sales. Multiple studies indicate that claims and labels in relation to product ingredients have a positive effect on the consumer attitudes and the intention to buy the product (Keller et al, 1997; Kozup, Creyer & Burton, 2003; Wong et al, 2013).

Besides the health claims and labels, there are multiple quality labels used for meat products in the Netherlands. Most commonly known is the *Beter Leven Keurmerk* (BLK, quality mark for better life). This label indicates the quality of life of animals on a scale from one to three stars. Other known labels are ECO and European quality mark for biologic meat. Labels oriented at sustainability are being introduced by governments and some are initiated by food producers, retail actors or NGO's (Hek et al. 2012). All these quality marks have specific characteristics, requirements, guidelines and future ambitions. Since the climate is not changing because of one isolated factor, one all-encompassing label for environmental impact is not (yet) available. Several climate-oriented labels are used in the Netherlands such as *Climate neutral guaranteed*, *Goldstar climate compensation* and *VCS climate compensation* (Millieu Centraal, n.d.). Additionally, there are certain labels that instruct consumers on how to recycle garbage and palm oil free products.

#### *Impact of labels on buying behaviour*

When it comes to health labels on packaging there are studies indicating positive effects and studies that show no or even negative effects on consumer behaviour (van Trijp & van der Lans, 2007; Saba, 2010; Fenko, 2019). The study of Roseman et al. (2018) shows that when consumers are selecting food products for health reasons, they are more actively searching for products with nutrition labels and the study of Ares, Mawad, Giménez, & Maiche (2014) explains that analytic or rational thinking consumers will use a more in-depth search in comparison to intuitive-experimental consumers which results in a more informed decision making. Thus, based on these studies there is no general consensus on the efficacy of health labels as their effect depends on consumer-specific perceptions and attitudes.

There are several studies on the effects of sustainability-oriented labels which show a positive effect in promoting sustainable food choices. The presence of these sustainability labels, certifications, information labels and interpretive labels increase consumers perception of product quality and induces positive emotions which results in an increased willingness to pay for these products. Because of these labels, consumers change their purchasing behavior

from conventional to more sustainable products (Feucht & Zander, 2018; Jin et. al. 2018; Lui et. al., 2017; Rousseau, 2015; Vlaeminck et. al., 2014). These studies suggest a positive effect of sustainability labels and buying behavior.

In relation to animal welfare labels, the study of Ingenbleek, Binnekamp, van Trijp & de Vlieger (2004) demonstrates that the associations consumers have towards quality marks are not always in line with what the quality marks represents in reality. Additionally, animal welfare is associated with a higher perception of value in combination with the higher price of products carrying these quality labels. Essentially, the willingness to buy a product with a quality mark has more to do with the perception of value than animal welfare. Research of GfK in collaboration with BLK shows that the quality mark of *Beter Leven* has become more broadly recognized in the past three years. However, the sales of products carrying this label have remained the same in that same time period.

### ***2.3 Congruency***

Packaging is used to draw the attention and wants to motivate the consumer to buy this product instead of the competitors' product. Product packaging can be seen as a popular marketing tool to communicate towards the consumer and to build a favourite reputation and image (Chandon, 2013). The labels on packaging (e.g. made from 100% recycled material) can give the consumer a positive feeling when buying the product and even a more positive feeling when the labels are congruent with the values of a this consumer. Congruency can be used in different ways (e.g. visuals, colour schemes or design).

The study of Ferreira (2019) shows that when there is an incongruence between the textures of the packaging and the product the evaluations of product taste and the satisfaction is more negative then when the textures of both, packaging and product, is congruence.

Several studies about health labels (claims on packaging) show that when a label is congruent with a personal motivation it has a more consumer appeal then when it is incongruent (van Kleef, et al., 2005; Dean, et al., 2007; Lalor, Kennedy & Wall, 2009; Verbeke, Scholderer & Lähteenmäki, 2009).

To investigate the role of motivation and congruent food labels the following hypotheses are formulated:

- H1: *Food labelling (health, animal welfare or climate change) on the packaging has a positive effect on the attitude towards the meat substitute when it is congruent with the main motivation of the consumer.*
- H2: *The effect of motivation to buy the meat substitute is stronger when a congruent food label (animal welfare vs climate change vs healthy lifestyle) is used than when an incongruent label is used.*

## 2.4 Word choice

“Meatless Mondays” and “Wheatless Wednesdays” were introduced in the United States during World War I to ration the country’s limited food supplies on a voluntary basis. Through these campaigns, US citizens came to believe that reducing their meat and wheat intake would improve their quality of life and shows respect. Nowadays, the “Meatless Mondays” and the “Meatless Week” (*De Week Zonder Vlees* in the Netherlands) are being used as a campaign to reduce meat consumption. During the Meatless Week and Meatless Mondays, participants refrain from eating meat. These meatless days or weeks are common in several countries (e.g Meatless Monday, UK; Veggie Friday, USA; Donderdag Veggiedag, BE) (de Backer & Hudders, 2014). These campaigns use words like *veggie* or *meatless* in their slogans, but do not use the word *vegetarian*. When it comes to meat substitutes, different names are used to refer to the product. Burgers that are not mainly made from cheese or vegetables, mostly are referred to as *vegetarian burger* or the *meatless burger* (*otherwise it will be vegetable burger or a cheeseburger*). No academic research exists on different types of phrasing and their respective effects on consumer attitudes.

The study of Mison and Monin (2012) shows that half of the meat eaters in the study held negative associations with regards to vegetarians and morality. The study reports that meat eaters felt that “vegetarians would look down on the morality of meat eaters generally, and their own specifically” (Mison and Momin, 2012 p. 204). The negative associations grew when participants expected that vegetarians had such morally superior attitudes. In addition, the meat eaters stated that: “Vegetarians, eat whatever you want to eat; no one cares. But don’t give other people [expletive] for what they choose to eat.” (Mison and Momin, 2012 p.204). This study confirms the assumption that meat eaters have negative perceptions of vegetarians. Based on this information, the question rises if this negative attitude towards vegetarians also is connected to the word *vegetarian*, and by extension towards products marketed as *vegetarian*. Based on this presumption, the following hypothesis is formulated.

H3: *The word ‘vegetarian’ on packaging of meat substitutes has a more positive influence on the attitude towards these substitutes for ‘animal welfare motivated consumers than the word meatless.*

#### *Perception of word choice*

The *Vegetarian Butcher* produces meatless “meat” and sells this under different names, which resemble the original names of meat products such as meat balls, minced meat and chicken nuggets. For instance, the Vegetarian Butcher’s vegetarian minced meat is called *gehackt*, which closely resembles traditional minced meat; *gehakt*. This can be seen as ‘hacked meat’ since the product is meat free, which refers to ‘hacking the meat’. They use similar check-in-tongue product names for other products such as *fish-free tuna* and *little willies* (Ingenbleek, Zhao, 2018). Other producers of meat substitutes mostly use words *vegetarian*, *veggie*, *meatless* or *fake meat* to market their respective burgers, which all imply that producers did not kill animals to make this kind of ‘meat’. The *Dutch Food and Consumer Product Safety Authority* (NVWA) considers such names of the meat substitutes as misleading, as they argue they make it difficult to differentiate between “real” meat products and meat substitutes. The NVWA attempted to ban the use of terms like burger, steak and sausage for non-meat products and submitted a proposal to the European Parliament to this end. After decisive vote against the measure, meat substitutes remain allowed to use these terms.

When it comes to effects of phrasing on the packaging of meat substitutes, little research is available. There are multiple variants of marketing terms for meat substitutes (e.g. meatless, vegetarian, veggie) but also for alcohol free beer (e.g. 0,0%, malt and alcohol free).

Yet, although these terms imply the same, the acceptance and the attitude towards the product might still be influenced by specific terms. The research of Mison and Momin (2012) demonstrated negative assumptions held by meat-eaters towards vegetarians. However, this study did not include any information about the specific word “vegetarian”. That is, there might be a negative attitude towards the word “vegetarian” because of the negative attitude towards vegetarians.

Could it be possible that animal welfare motivated consumers have a negative feeling about the word meatless because it mentions ‘meat’, which has associations with dead animals?

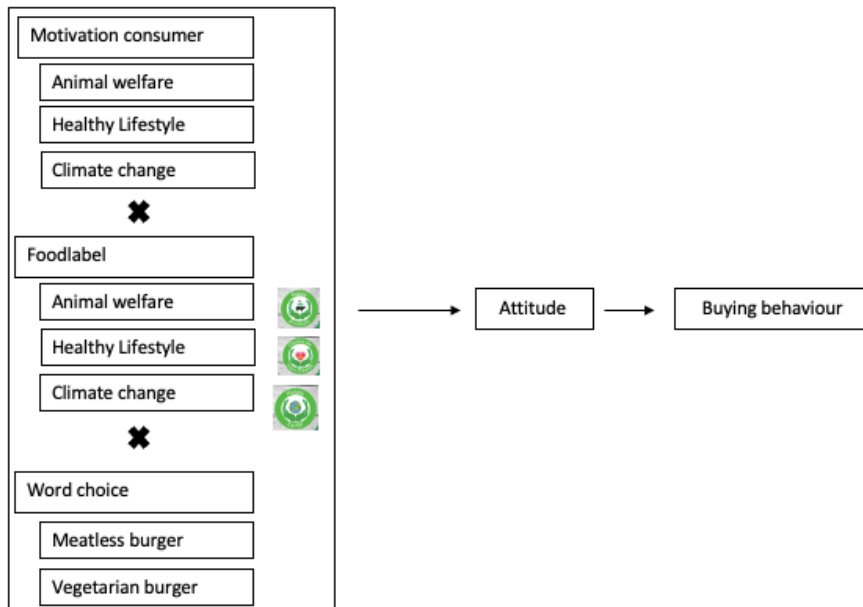
The word choice of the product, in those cases, could influence the buying behaviour of consumers.

Based on these questions an additional hypothesis is formulated and added to this research.

H4: *The word vegetarian on the packaging of meat substitutes has a more negative effect than the word meatless on the attitude towards meat substitutes for non-vegetarians.*

## 2.5 Research design

To test the hypotheses, a 3 (motivation; animal welfare, healthy lifestyle and climate change) x 3 (food labelling; animal welfare, healthy lifestyle and climate change) x 2 (word choice; vegetarian and meatless) between subject design was employed with food labelling and word choice as moderating variable.



### Hypotheses overview

- H1: *Food label (health, animal welfare or climate change) on the packaging has a positive effect on the attitude towards the meat substitute when it is congruent with the main motivation of the consumer.*
- H2: *The effect of motivation to buy the meat substitute is stronger when a congruent food label (animal welfare vs climate change vs healthy lifestyle) is used than when an incongruent label is used.*
- H3: *The word 'vegetarian' on packaging of meat substitutes has a more positive influence on the attitude towards these substitutes for 'animal welfare motivated consumers than the word meatless.*
- H4: *The word vegetarian on the packaging of meat substitutes has a more negative effect than the word meatless on the attitude towards meat substitutes for non-vegetarians.*

### 3. Methods

The aim of this study is to examine to what extent *word choice* and *motivation type* on the packaging of meat substitutes influence the attitude and buying behaviour of consumers. More specifically, this research investigates what different words in combination with different motivation labels on the packaging of a meat substitute influence the attitude, and by extension, the buying behaviour of consumers. To this end, a 3 (motivation: animal vs. health vs. climate change) x 3 (food label: animal vs health vs climate change) x 2 (word choice: vegetarian vs meatless) between subject design was employed. *Motivation*, *food labelling* and *word choice* were used as independent variables, and *attitude* and *buying behaviour* as dependent variable.

#### 3.1 Method Pre-test

Before the main study can be done, a pre-test is conducted in order to ensure that the labelling on the packaging is unambiguous to the participants and that the labels communicate the intended message in order to conduct a valid and reliable research. This chapter elaborates on the procedure and outcomes of that pre-test and shows the final stimulus materials for the main study.

The participants in the pre-test evaluated three different labels for on the packaging. The labels are divided in a visual and a slogan. The visuals (see Appendix for an overview of the pre-tested visuals) per motivation type (animal welfare, climate change and healthy lifestyle). In addition to the visuals, three different slogans were evaluated based on motivation type (Good for *motivation type*, choose for *motivation type*, and happy *motivation type*).

The pre-test employed a card sorting technique for two different reasons. Firstly, to find out which of the created visuals (labels) would fit best with the different motivation types. Secondly, a card-sorting technique was applied to existing meat substitute packaging designs. The information collected from these packaging designs were used as input for a new packaging design. The card sorting technique was implemented through an online questionnaire in Qualtrics. Besides the card-sorting technique, the pre-test made use of several differently formulated questions.

The pre-test can be seen in appendix 1

















### 3.2 Results pre-test

The pre-test was conducted amongst 35 participants (N=35). After the respondents filled in the pre-test, the results were calculated by making use of a point-system. Which logo which logo for which motivation, which visual for which slogan and which slogan for which motivation was chosen most for ‘which logo fits best’.

Table 1

Number of participants that choose the visual per category

	Motivation category		
	Healthy lifestyle	Climate change	Animal welfare
	13	-	-
	-	-	-
	7	-	-
	5	-	1
	1	1	-
	2	14	-
	3	18	-
	1	1	-
	2	-	5
	1	-	-
	-	1	1
	-	-	6
	-	-	22
	-	-	22
<b>Total (N)</b>	<b>35</b>	<b>35</b>	<b>35</b>

The results are illustrated in the table below (Table 1). For the motivator “healthy lifestyle”, label one was chosen most frequently with N=13. Picture three and picture four are quite

similar to each other and have a combined score of twelve (12). For the motivator “climate change” picture seven was chosen most often (18). For the motivator “animal welfare” picture thirteen was selected the most (22).

The different slogans prompts per motivation-category are depicted in Table 2. For the motivator *healthy lifestyle*, the slogan with the highest score is “choose for your health” with a score of 14 and the slogan happy body has a score of 13. Three respondents chose for “different” with the input: “eat clean”, “Healthy life, Happy body” and “better body”.

For the motivator “climate change” the slogan with the highest score is “Happy earth” with a score of 14. One respondent chose for “different” with the input: “Choose earth, change the climate”.


For the motivator “animal welfare” the slogan with the highest score is “happy animals” with a score of 21.

*Table 2*  
*Number of participants that choose the slogan per label category*

	Label category		
	Healthy lifestyle	Climate change	Animal welfare
Choose for the earth	-	7	-
Good for the earth	-	3	-
Happy earth	-	<b>14</b>	-
Choose for the climate	-	3	-
Good for the climate	-	7	-
Choose for the animals	-	-	11
Good for the animals	-	-	3
Happy animals	-	-	<b>21</b>
Choose for your health	<b>14</b>	-	-
Good for your health	5	-	-
Happy body	13	-	-
Different:	3	1	-
<b>Total (N)</b>	<b>35</b>	<b>35</b>	<b>35</b>

For the slogan style (shown in Table 3), slogan style one is chosen most with a total score of 26.

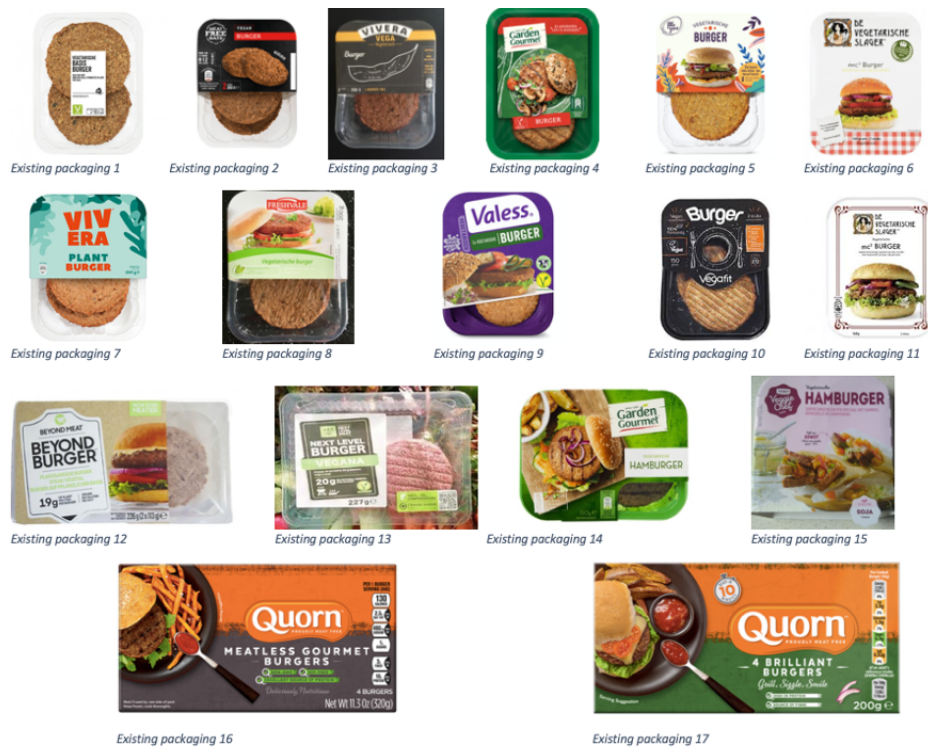
*Table 3*  
*Number of participants*  
*that choose the layout of*  
*the label*

	Participants
 Slogan style 1	26
 Slogan style 2	4
 Slogan style 3	5
 Slogan style 4	-
<b>Total (N)</b>	<b>35</b>

To inform this study's design of a new packaging, respondents of the pre-test were asked to indicate their favourite existing meat substitute packaging. The pre-test provided participants with a list of seventeen different packaging designs from different brands. As shown in Table 4, existing packaging 10 (Vegafit) has the highest score of (13/98). Options 4 and 11 both score 12 out of 98, option 3 scores 10 out of 98 and option 12 and 14 each score 10 out of 98.

*Table 4*  
*Number of participants that choose their favourite existing packaging*

Existing packaging	score
Existing packaging 1 – Albert heijn	4
Existing packaging 2 - Meat Free days	1
Existing packaging 3 – Vivera (Old style)	11
Existing packaging 4 – Garden gourmet 1	12
Existing packaging 5 – Chef select & you	2
Existing packaging 6 – De Vegetarische Slager 1	7
Existing packaging 7 – Vivera (New style)	7
Existing packaging 8 - Fresh vale	-
Existing packaging 9 - Valess	-
Existing packaging 10 - Vegafit	13
Existing packaging 11 – De Vegetarische Slager 2	12
Existing packaging 12 – Beyond Meat	10
Existing packaging 13 – Next Level Meat	3
Existing packaging 14 _ Garden Gourmet 2	10
Existing packaging 15 – Veggie Chef	3
Existing packaging 16 – Quorn 1	-
Existing packaging 17 – Quorn 2	3
<b>Total</b>	<b>98</b>



Based on their preferences with regards to existing packaging designs, respondents were asked to indicate “why did you choose for this packaging”. Their responses are shown in Appendix 1.

Overall, respondents most often related their packaging design preferences to brand familiarity, brand knowledge, or the specific use of colours in the design.

Furthermore, when presented with the question: “What is the reason why you choose for this packaging?”, respondents were allowed to give multiple answers, the results of which are illustrated in Table 5.

There were two respondents who chose the option “different” with the input: “inviting packaging, clear mention, knowledge about this brand” and “tough packaging for a burger”.

*Table 5*  
*Number of participants that answered the question*

<b>What is the reason you choose these packaging?</b>	<b>score</b>
Because of the colours	21
Because you can see the burger	11
Because there is a picture of the end result	10
Because the packaging suits me	8
Different ....	2
<b>Total</b>	<b>52</b>

For the design of the packaging for the main study, respondents were asked to provide input. Appendix 1 shows their suggestions.

### ***3.3 Conclusion pre-test***

Based on the results of the pre-test the different labels are created. The label visuals are chosen for the different main motivation health, animal welfare and climate change. Also, the slogan and the slogan style are chosen. Based on these results the labels were designed.

The design of the complete packaging is conducted based on the information gathered from the personal preference questions.

Each of the packaging used the same design but differ in the specific of the word choice and label.

## **4. Method main study**

This chapter provides an overview of the research conditions, stimulus materials and procedures used in the main study. Furthermore, it contains demographic information on the research sample, the measures used, and their reliability. Lastly, this chapter concludes the analysis of data for the main study.

### ***4.1 Research conditions***

The aim of this study is to examine to what extent *word choice* and *motivation type* on the packaging of meat substitutes influence the attitude and buying behaviour of consumers.

More specifically, this research investigates what different words in combination with different motivation labels on the packaging of a meat substitute influence the attitude, and by extension, the buying behaviour of consumers. To this end, a 3 (motivation: animal vs. health vs. climate change) x 3 (food label: animal vs health vs climate change) x 2 (word choice: vegetarian vs meatless) between subject design was employed. *Motivation*, *food labelling* and *word choice* were used as independent variables, and *attitude* and *buying behaviour* as dependent variable.

### ***4.2 Stimulus Materials***

The design for the main study was developed based on the results of the pre-test. For the meat substitutes, the non-existent brand name “*Tasty*” is chosen. This fictional brand is chosen to exclude the positive or negative attitude of the respondent towards (well)known brands, which could influence the study’s results. There are three different types of labels. One is connected to *healthy lifestyle*, another to *climate change* and the last one to *animal welfare*. Two different product names are tested: the *vegetarian burger* and the *meatless burger*. In total six different versions of product packaging were created to be used as

stimulus material. The complete packaging is designed with Adobe Photoshop and Adobe Illustrator. Informed by different studies, the packaging was designed in an accessible and realist way. These visual stimuli are depicted below.



Figure 1 - Packaging one Health/Meatless



Figure 2 - Packaging two Health/Vegetarian



Figure 3- Packaging 3 Climate/Meatless



Figure 4 - Packaging 4 Climate/Vegetarian



Figure 5 - Packaging 5 Animal/Meatless



Figure 6 – Packaging 6 Animal/Vegetarian

### 4.3 Procedure

To collect the data, participants were approached via different social media platforms (e.g. Facebook, Instagram and WhatsApp) and asked to fill in a questionnaire on the topic of meat substitutes. Respondents were provided with a weblink to the online questionnaire. The data was collected via the software of Qualtrics. The start of the questionnaire informed the participants about the anonymity of their involvement and the opportunity to quit at any time. After agreeing to participate, there were some demographic questions about age, gender and education and questions about meat substitutes and the intake of meat to gain insight in the demographical characteristics of the research sample.

#### 4.4 Participants

The participants for the study were recruited via different social media platforms and face to face. The sampling procedure aimed for a minimum of 250 respondents. Eventually, a total of 632 respondents answered the questionnaire. A response was only considered valid if the whole questionnaire was completed. A total of 508 respondents completed the questionnaire (N=508). The majority of participants was female 393 (77.4%), 112 (22.0%) were male, two people answered with other (0.4%) and one respondent preferred not to say (0.2%). The age of the participants varied between 16 and 70 years old (M=29.45, SD=12.352). Table 6 shows an overview of the descriptive data of the participants per condition (packaging).

Table 6  
Descriptive statistics of the participants (N=508)

Packaging	n	Age		Gender			
		M	SD	Female (%)	Male (%)	Other (%)	Not say (%)
Meatless/health	85	28.87	11.76	63 (74.1%)	21 (24.7%)	-	1 (1.2%)
Vegetarian/health	82	28.52	11.25	71 (86.6%)	11 (13.4%)	-	-
Meatless/climate	81	29.03	12.41	59 (73.8%)	21 (26.3%)	-	-
Vegetarian/climate	84	28.55	11.20	67 (79.8%)	15 (17.9%)	2 (2.4%)	-
Meatless/animal welfare	92	30.17	13.38	70 (76.1%)	22 (23.9%)	-	-
Vegetarian/animal welfare	84	31.04	13.43	63 (75.0%)	21 (25.0%)	-	-
<b>Total</b>	<b>508</b>	<b>29.45</b>	<b>12.35</b>	<b>393 (77.4%)</b>	<b>112 (22.0%)</b>	<b>2 (0.4%)</b>	<b>1 (0.2%)</b>

Additional information about the participants shows that of the 508 participants 403 (79.3%) do eat meat and 105 (20.7%) do not eat meat. Distribution of participants who eat meat is shown in Table 7.

Table 7  
Distribution of meat eaters per packaging

Packaging	n	Do you eat meat	
		Yes	No
Meatless/health	85	69	16
Vegetarian/health	82	64	18
Meatless/climate	81	62	19
Vegetarian/climate	84	69	15
Meatless/animal welfare	92	74	18
Vegetarian/animal welfare	84	65	19
<b>Total</b>	<b>508</b>	<b>403</b>	<b>105</b>

A total of 190 (37.4%) participants consume meat substitutes a few times a week, 95 (18.7%) participants consume them a few times a month, 91 (17.9%) participants consume them a few times a week, 55 (10.8%) participants consume them a few times a year, 28 (5.5%) participants consume meat substitutes once a month, 21 (4.1%) participants consume them

almost every day, 19 (3.7%) never consume meat substitutes and 9 (1.8%) participants consume a meat substitute once a year.

From the 508 respondents, 164 (32.3%) choose animal welfare as main motivation to buy a meat substitute, 253 (49.8%) choose climate change as main motivation and a total of 91 (17.9%) choose for their health as main motivation to buy a meat substitute. The distribution of the participants per packaging and their main motivation is shown in Table 8.

*Table 8*  
*Distribution of main motivation per packaging*

<b>Packaging</b>	<b>n</b>	<b>Main motivation</b>		
		<b>Health</b>	<b>Animal welfare</b>	<b>Climate Change</b>
Meatless/health	85	15	27	43
Vegetarian/health	82	20	26	36
Meatless/climate	81	10	30	41
Vegetarian/climate	84	100	25	49
Meatless/animal welfare	92	20	31	41
Vegetarian/animal welfare	84	16	25	43
<b>Total</b>	<b>508</b>	<b>91</b>	<b>164</b>	<b>253</b>

#### **4.5 Measures**

The questionnaire in Qualtrics was developed to measure the effect of the independent variables on the dependent variables (attitude and buying behaviour). For the complete questionnaire see Appendix 2. To measure these effects, respondents were given statements which they answered based on a seven-point Likert scale to what extent they agreed with those. For these measures the alpha is shown in Table 9.

##### *4.5.1 Product evaluation*

The evaluation of the product was divided into four different dimensions. Product attractiveness, evaluation based on motivation types, the meat-look of the product and the price-quality evaluation. Each item in the constructs were asked with the question: “Based on the product you see; the meat substitute looks...”

##### *Product attractiveness*

Five items were used to evaluate the product towards attractiveness. These items were as followed: Tasty, attractive, enjoyable, unattractive, and unpleasant. The respondents were asked based on the product to rate the constructs on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.



#### *Product sustainable looks*

Two items were used to evaluate the product towards sustainability. The items that are used are as followed: sustainable and unsustainable. The respondents were asked based on the product to rate the constructs on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *Product health looks*

Two items were used to evaluate the product towards healthiness. The items that are used are as followed: healthy and unhealthy. The respondents were asked based on the product to rate the constructs on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *Product animal friendly looks*

A single item is used to evaluate the product animal friendliness. The item that is used is animal friendly. The item was measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *Product naturalness*

Four items were used to evaluate the meat-look of the product. The items that were used were as followed: artificial, unnatural, looks like fake meat and natural. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *Price-quality evaluation*

Three items were used to evaluate the product on price quality. The items that were used were as followed: expensive, cheap, high in quality. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *4.5.2 Product name attitude*

Two items were used to measure the product name attitude. “The name of the product motivates me to buy this meat substitute” and “The name of the product gives me a positive feeling”. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *4.5.3 Purchase intention*

##### *Motivation to buy the meat substitute*

Five items were used to measure the motivation to buy the product. “I am motivated to buy more meat substitutes”, “I am motivated to buy less meat”, “I am motivated to buy meat substituted which are healthy”, “I am motivated to buy meat substituted that are animal friendly”, “I am motivated to buy meat substituted which are climate friendly. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

##### *Label influence on buying intention*

Five items were used to measure the influence of the label towards the purchase intention. “The label makes me motivated to buy meat substitutes”, “The label makes me motivated to buy healthy lifestyle meat substitutes”, “The label makes me motivated to buy animal friendly meat substitutes”, “The label makes me motivated to buy climate friendly meat substitutes” and “Based on the label, I would buy this product”. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

##### *Label congruency*

Two items were used to measure the influence of the label towards the personality of the respondents. “This product fits my personality” and “Based on the label, this product is in line with my beliefs” The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### *4.5.4 Attitude toward meat substitute*

Five items were used to measure the attitude the respondents have towards meat substitutes. “I love meat substitutes”, “I think meat substitutes are a good thing”, “I think meat substitutes have a positive effect towards a healthy lifestyle”, “I think meat substitutes have a positive effect towards animal welfare” and “I think meat substitutes have a positive effect towards climate change”. The items were measured on a seven-point Likert scale, where ‘1= totally disagree’ to ‘7= totally agree’.

#### 4.6 Reliability

A reliability test was conducted to measure the reliability of the constructs and to check whether the constructs were consistent in combination with each other. The Cronbach's Alpha was used to see if the reliability was 0.70 or higher to make them acceptable. Table 8 gives an overview of the constructs, items, and the reliability scores.

Table 9  
Constructs, items, N, reliability

Constructs	Items	N	$\alpha$
Product attractiveness	The meat substitute looks Tasty Attractiveness Enjoyable Unattractive (reversed) Unpleasant (reversed)	5	.89
Sustainable looks	The meat substitute looks Sustainable Unsustainable (reversed)	2	.74
Healthy looks	The meat substitute looks Healthy Unhealthy (reversed)	2	.68
Animal friendly looks	The meat substitute looks Animal Friendly	1	-
Naturalness	The meat substitute looks Artificial Unnatural Like fake meat Natural (reversed)	4	.74
Price-quality evaluation	The meat substitute looks Expensive Cheap (reversed) High in quality	3	.68
Product name attitude	The name of the product Gives me a positive feeling Makes me motivated to buy	2	.79
Motivation to buy meat substitute / Purchase intention	I am motivated to Buy more meat substitutes Buy meat substitutes which are healthy Buy meat substitutes which are animal friendly Buy meat substitutes which are climate friendly Buy less meat	5	.87
Label influence on buying behaviour	The label makes me motivated to Buy meat substitutes Buy this meat substitute Buy healthy meat substitutes Buy animal friendly meat substitutes Buy climate friendly meat substitutes	5	.91
Label congruency	Based on the label This product is in line with my beliefs This product fits my personality	2	.82
Attitude toward meat substitutes	I think meat substitutes Are a good thing Have a positive effect on a healthy lifestyle	5	.79

Have a positive effect on climate change  
Have a positive effect on animal welfare  
I love meat substitutes

---

#### ***4.7 Analyses***

Univariate analyses of variance are used to analyse the main effects and interactions of the independent variables towards the dependent variables

## 5. Results

This chapter shows the results of the study and is divided into six subsections. This chapter ends with an overview of the hypotheses.

### 5.1 Attitude towards meat substitutes

An ANOVA-test was used to investigate the effects of *motivation*, *label* and *word choice* on attitude toward meat substitutes. The ANOVA revealed a significant main effect of main motivation ( $F(2,490) = 11.34, p < .001$ ). Participants with an animal motivation ( $M = 5.6, sd = .86$ ) and the participants with climate motivation ( $M = 5.5, sd = .94$ ) held a more positive attitude than the participants with a health motivation ( $M = 5.0, sd = 1.0$ ).

As can be seen in table 10, the main effects of label and word choice were non- significant.

Table 10  
Test of between subject effects

Independent variable	Dependent variable	F-value	Sig.
Attitude towards meat substitutes	Main motivation	11.34	<.001
	Label	.103	.902
	Word choice	1.24	.265
	Main motivation * Label	.153	.962
	Main motivation * Word choice	.235	.791
	Label * Word choice	2.97	.053
	Main motivation * Label * Word choice	1.16	.330

Furthermore, a significant interaction was found between word choice and food label ( $F(2,490) = 2.96, p = .05$ ). As can be seen in Figure 7, the interaction effect shows that only when an animal label is used the word choice makes a difference in the attitude. When *meatless burger* is used, an animal label results in a less positive attitude than when *vegetarian burger* is used. This difference is non-significant for health labels and climate labels. As can be seen in table 8, the remaining main effects and interaction effects were non-significant which leads to the rejection hypotheses 1 and hypotheses 3.



Figure 7 attitude towards meat substitutes

## 5.2 Product name attitude

An ANOVA-test was conducted to investigate the effects of *motivation*, *label*, and *word choice* on product name attitude. The ANOVA revealed a significant main effect of main motivation ( $F(2,490) = 7.18, p < .001$ ). Participants with a climate change motivation ( $M = 4.7, sd = 1.2$ ) and participants with an animal welfare motivation ( $M = 4.7, sd = 1.3$ ) held a more positive name attitude than participants with a health motivation ( $M = 4.2, sd = 1.4$ ). No significant interactions were found for *word choice* or *label*.

As can be seen in Table 11, the remaining main effects and interaction effects were non-significant.

Table 11  
Test of between subject effects

Independent variable	Dependent variable	F-value	Sig.
Product name attitude	Main motivation	7.18	< .001
	Label	1.13	.323
	Word choice	1.27	.261
	Main motivation * Label	1.22	.302
	Main motivation * Word choice	.520	.595
	Label * Word choice	.914	.402
	Main motivation * Label * Word choice	.196	.940

### 5.3 Purchase intention

An ANOVA-test was conducted to investigate the effects of *motivation*, *label*, and *word choice* on the motivation to buy meat substitutes. The ANOVA revealed significant main effect of main motivation ( $F(2,490) = 11.15, p < .001$ ). Participants with a climate change motivation held a stronger purchase intention ( $M = 5.1, sd = 1.1$ ) than participants with an animal welfare motivation ( $M = 5.0, sd = 1.1$ ) and a health motivation ( $M = 4.5, sd = 1.3$ ). As can be seen in Table 12, the remaining main and interaction effects were non-significant.

Table 12  
Test of between subject effects

Independent variable	Dependent variable	F-value	Sig.
Purchase intention	Main motivation	11.15	< .001
	Label	.271	.763
	Word choice	.369	.544
	Main motivation * Label	.278	.892
	Main motivation * Word choice	.296	.744
	Food label * Word choice	.146	.864
	Main motivation * Label * Word choice	1.12	.344

### 5.4 Label influence on buying behaviour

An ANOVA-test was conducted to investigate the effects of *motivation*, *label*, and *word choice* on label influence on buying behaviour. The ANOVA revealed two significant main effects, one for *main motivation* ( $F(2,490) = 3.56, p = .029$ ) and one for *label* ( $F(2,490) = 3.04, p = .049$ ). Participants with an animal motivation reported higher buying intentions ( $M = 4.7, sd = 1.3$ ) than participants with climate motivation ( $M = 4.4, sd = 1.4$ ) and a health motivation ( $M = 4.2, sd = 1.3$ ). Participants with climate label reported a higher influence on buying behaviour ( $M = 4.3, sd = 1.5$ ) than participants with a health label ( $M = 4.3, sd = 1.5$ ) and animal label ( $M = 4.3, sd = 1.5$ ). This confirms hypothesis 2.

Table 13  
Test of between subject effects

Independent variable	Dependent variable	F-value	Sig.
Label influence on buying behaviour	Main motivation	3.56	.029
	Label	3.04	.049
	Word choice	.392	.531
	Main motivation * Label	3.04	.017
	Main motivation * Word choice	.360	.698
	Label * Word choice	.409	.665
	Main motivation * Label * Word choice	.187	.945

Additionally, a significant interaction was found between *main motivation* and *label* ( $F(4,490) = 5.2, p = .017$ ) as seen in Figure 8, the interaction effect shows that the use of a congruent food label to main motivation only resulted in a higher intention to buy meat substitutes for participants with climate and animal motivations. It did not make a significant difference for participants with a health motivation when a congruent label was used. Thus, hypothesis 2 is partially accepted.

As can be seen in Table 13, the remaining main effects and interaction effects were non-significant.

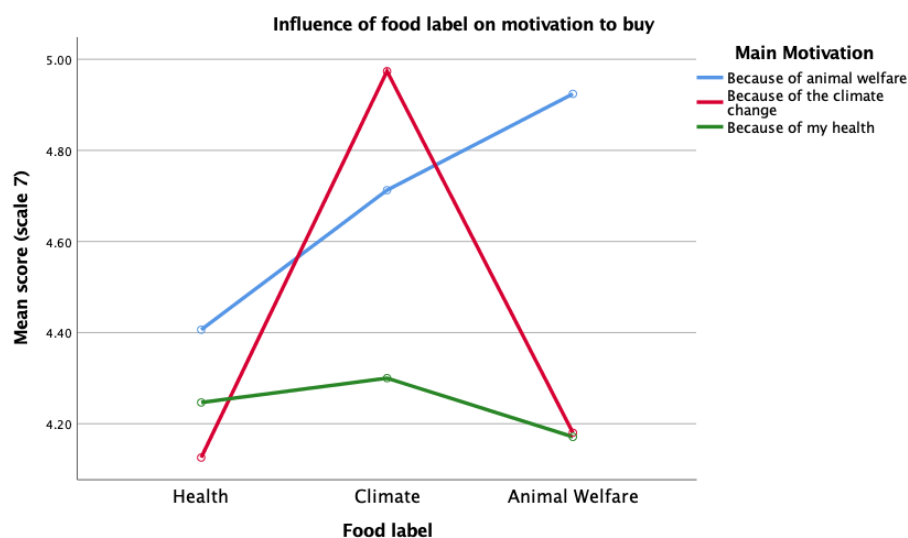


Figure 8

### 5.5 Label congruence

An ANOVA-test was conducted to investigate the effects of *motivation*, *label*, and *word choice* on label congruency. The ANOVA revealed a significant main effect of *main motivation* ( $F(2,490) = 12.12, p < .001$ ). Participants with animal welfare motivation scored higher on label congruency ( $M = 4.9, sd = 1.4$ ) than participants with a climate change motivation ( $M = 4.4, sd = 1.1$ ) and a health motivation ( $M = 4.1, sd = 1.4$ ).



Table 14  
Test of between subject effects

Dependent variable	Independent variable	F-value	Sig.
Label congruency	Main motivation	12.12	< .001
	Label	.489	.613
	Word choice	.650	.420
	Main motivation * Label	5.5	< .001
	Main motivation * Word choice	.156	.856
	Label * Word choice	.498	.608
	Main motivation * Label * Word choice	.201	.938

Additionally, a significant interaction was found between *main motivation* and *label* ( $F(4,490) = 5.5, p = <.001$ ) as seen in Figure 9. The interaction effect shows that when main motivation and label are congruent it resulted to have a positive effect on label congruence; to what degree people consider the product to fit their self-image. This effect is stronger for climate change and animal welfare. Figure 9 shows that for health the effect is minimal. As can be seen in Table 14, the remaining main effects and interaction effects were non-significant.

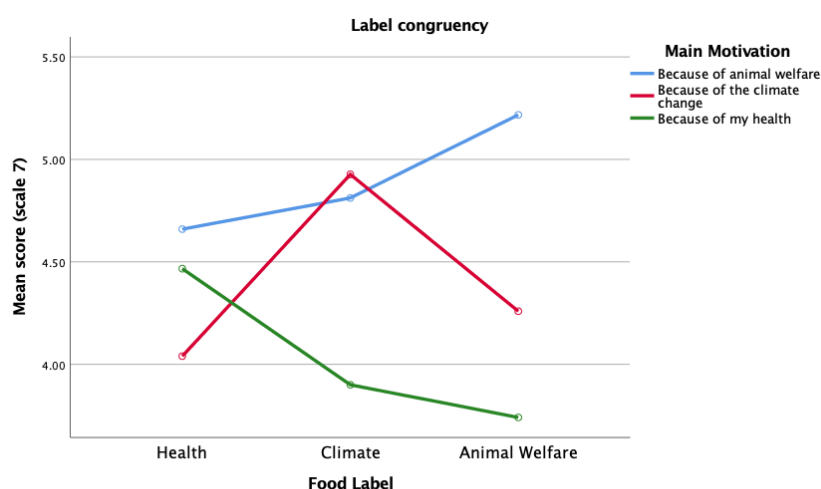


Figure 9

### 5.6 Attitude towards meat substitutes amongst on meat-eaters

Additionally, an ANOVA-test was conducted to investigate the effects of *motivation*, *label*, *word choice* and, in this case, *meat-eater* (yes vs no) on attitude towards meat substitute. This test is an addition in this study, the variable of meat eater (yes vs no) is not added in the research design in this study.

The ANOVA revealed two significant main effects, one for *main motivation* ( $F(2,472) = 3.34, p = <.001$ ) and one for *eat meat* ( $F(1,472) = 5.94, p = .015$ ). Participants with an animal

motivation reported a more positive attitude towards meat substitutes ( $M = 5.6$ ,  $sd = 0.86$ ) than participants with climate motivation ( $M = 5.5$ ,  $sd = .94$ ) and a health motivation ( $M = 5.0$ ,  $sd = 1.0$ ). Participants who do not eat meat reported a more positive attitude towards meat substitutes ( $M = 5.7$ ,  $sd = 1.1$ ) than participants who do eat meat ( $M = 5.4$ ,  $sd = .902$ ).

Table 15  
Test of between subject effects

Dependent variable	Independent variable	F-value	Sig.
Attitude towards meat substitute	Main motivation	8.34	< .001
	Label	1.97	.140
	Word choice	.079	.779
	Eat meat	5.94	.015
	Main motivation * Label	.288	.886
	Main motivation * Word choice	.117	.890
	Main motivation * Eat meat	1.022	.360
	Eat meat * Label	4.36	.013
	Eat meat * Word choice	.968	.326
	Label * Word choice	3.45	.032
	Main motivation * Eat meat * Label	.787	.534
	Main motivation * Eat meat * Word choice	.118	.889
	Main motivation * Label * Word choice	.427	.789
	Eat meat * Label * Word choice	1.7	.184
	Main motivation * Eat meat * Label * Word choice	.521	.720

A significant interaction was found between *eat meat* and *label* ( $F(2,472) = 4.4$ ,  $p = .013$ ) as seen in Figure 10. The interaction effect shows that participants who do not eat meat have a more positive attitude towards the food label *climate change* ( $M = 5.9$ ,  $sd = 0.74$ ) than *health* ( $M = 5.8$ ,  $sd = 1.03$ ) and *animal welfare* ( $M = 5.2$ ,  $sd = 1.24$ ). The participants who do eat meat have a more positive attitude towards the food label *animal welfare* ( $M = 5.4$ ,  $sd = 0.88$ ) than *climate change* ( $M = 5.4$ ,  $sd = 0.94$ ) and *health* ( $M = 5.3$ ,  $sd = 0.89$ ).

A second significant interaction was found between *label* and *word choice* ( $F(2,472) = 3.45$ ,  $p = .032$ ). As seen in Figure 11, the interaction shows a more positive attitude when a health label is used on a *meatless burger* than a health label applied to a *vegetarian burger*.

Participants with the vegetarian burger in combination with the animal welfare label have a more positive attitude towards the meat substitute than participants who were show the meatless burger in combination with the animal welfare label. As can be seen in Table 15, the remaining main effects and interaction effects were non-significant. This leads to the rejection of hypothesis 4.

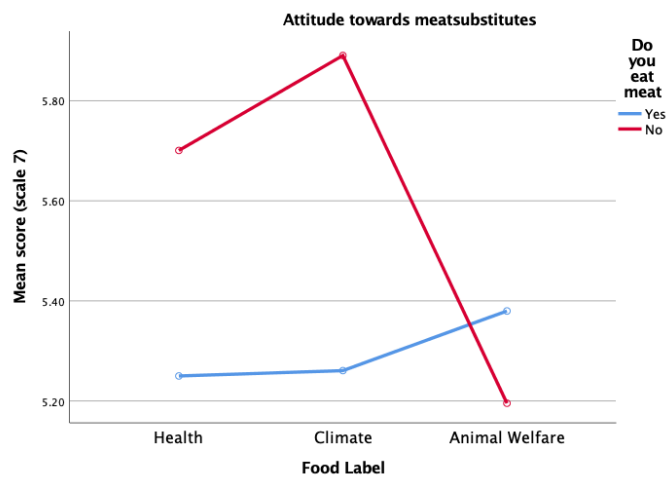


Figure 10

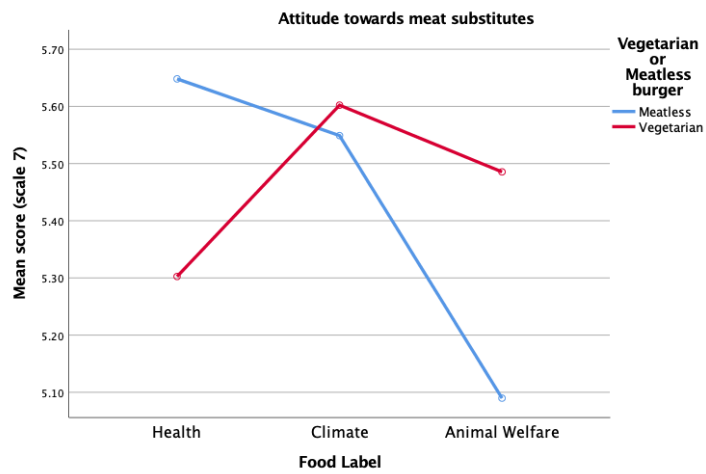


Figure 11

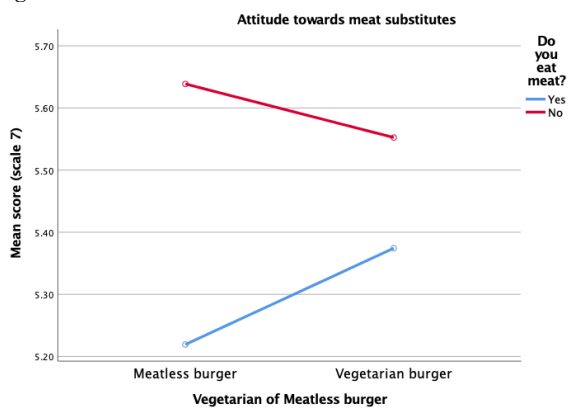


Figure 12

## 5.7 Overview of the hypothesis

Hypothesis	accepted/rejected
H1 The motivation (health, animal welfare or climate change) on the packaging has a positive effect on the attitude towards the meat substitute when it is congruent with the main motivation of the consumer.	Rejected
H2 The effect of motivation to buy the meat substitute is stronger when a congruent food label (animal welfare vs climate change vs healthy lifestyle) is used than when an incongruent label is used.	Partly accepted
H3 The word ‘vegetarian’ on packaging of meat substitutes has a more positive influence on the attitude towards these substitutes for ‘animal welfare’ motivated consumers than the word meatless.	Accepted
H4 The word <i>vegetarian</i> on the packaging of meat substitutes has a more negative effect than the word <i>meatless</i> on the attitude towards meat substitutes for non-vegetarians.	Rejected

## 6. Discussion

This chapter discusses the main findings of this study. Implications will be discussed and limitations and recommendations for further research are mentioned. This chapter will end with the conclusion.

### 6.1 Discussion of results

This study aimed to find effects between the main motivation to buy a meat substitute, food labelling on packaging, product name and the buying behaviour of the consumer.

Most important finding is the all-encompassing presence of main motivation as significant. Broussard and Garrison (2004) define motivation as the attribute that makes the decision whether to do something or not. In adopting this conceptualisation, the precedence of main motivation over other main effects appears confirmed by the results of this study, as main motivation both precedes and influences all following attitudes and decisions.

Previous study of Yankelovich (1992) showed that 46% of the vegetarians chose this diet for health reasons. In this study the motivation for a healthier lifestyle was the smallest. The reason to choose the main motivators with the strongest influence are climate change and animal welfare. It seems as if a shift has occurred in the main motivators to choose a vegetarian option. The difference between this study and the study of Yankelovich is that not all the respondents were vegetarian as in his study. This might explain the differences in the main motivators. Another possible explanation could be that society is more aware on climate change and animal welfare for choosing a vegetarian diet compared to health reasons.

Multiple studies, Aiking (2014), de Boer & Aiking (2017), and Machovina et. al., (2015), showed that a vegetarian diet is a healthier diet. A vegetarian diet could help protect the body against chronic diseases and because of that a lower meat intake is commonly advised. Meat

substitutes can be seen as a healthy option unfortunately in reality meat substitutes might not be the healthiest option. The base of a meat substitute is a plant (e.g. soybeans or wheat) in the process the beans are highly processed. The main ingredient is stripped down to a colourless, high protein powder mix with preservatives, oils, and seasonings. An average plant-based burger has average of 17 up to 27 ingredients. The average burger is high in salt, which overall cannot be seen as the healthiest option in a vegetarian diet. Since this research is mainly about meat substitutes, one of the reasons for the small health motivation group can be that the main motivation to choose for a vegetarian burger is not based on health reasons because of the amount of added salt and other added ingredients, but this could be an interesting point of view for further research.

The findings show the independent variable of main motivation to have a significant influence on all six dependent variables. Of the different types of main motivations used in this study, the findings show that *health* has the least strong influence on the six dependent variables. *Climate change* and *animal welfare*, on the other hand, show both similar but stronger effects on the dependent variables. The findings show *climate change* as a main motivator has the strongest influence on purchasing intention and product name attitude, *animal welfare* however, has the strongest influence on label influence on buying behaviour and label congruence. Given the increased attention on climate change, the understanding of the contributing effects of the meat industry towards climate change, could explain why the main motivation *climate change* has a strong effect on the purchase and attitude towards the meat substitutes. Future research on this topic could investigate if this is the reason and why these differences between the main motivations exist. However, the aim of this study was not to find the underlying reasons of the participants main motivation, this background information could also be interesting to investigate in future research to find out why the main motivation *health* is the least strong main motivator.

Based on the results, hypothesis 2, “*The effect of motivation to buy the meat substitute is stronger when a congruent food label (animal welfare vs climate change vs healthy lifestyle) is used than when an incongruent label is used.*” is rejected. However, interestingly, the label influence on buying behaviour shows a significant interaction between main motivation and label. Participants with the main motivation climate change and congruent label showed a higher intention to buy the product based on the label then for the other main motivators. Figure 8 shows that congruency for animal welfare also has a strong positive effect on the

buying behaviour of the participants. But, again, there is no significant effect for health motivated participants when a congruent label is used. There could be multiple reasons for this result. As noticed earlier, it could be possible because of the small group of health motivated participants or because participants do not see a meat substitute as a healthy option.

Based on the results for the added hypothesis 4, ‘*The word vegetarian on the packaging of meat substitutes has a more negative effect than the word meatless on the attitude towards meat substitutes for non-vegetarians.*’ is rejected. However, in the introduction it was suggested that, based on the negative attitude meat-eaters have towards vegetarians as demonstrated by previous research, they would hold a similar stance towards the word vegetarian on packaging. Unfortunately, no significant effect was found between *eat meat* and *word choice*, based on that, we cannot say that meat eaters have a more negative attitude towards the word vegetarian. Interestingly, the results of the extra added test to find the attitude towards meat substituted based on meat-eaters, a significant effect was found between *label* and *word choice* participants with a *vegetarian burger* in combination with an *animal welfare* label showed a more positive attitude towards the meat substitute than participants with *meatless burger* and *animal welfare* label (see Figure 11). A *health* label shows a more positive attitude in combination with a *meatless burger*.

The attitude towards the meat substitute also showed a significant interaction between *word choice* and *label*, this interaction effect shows that only when an animal label is used, the word choice makes a difference in the attitude. When *Meatless burger* is used, an *animal* label results in a less positive attitude than when *vegetarian burger* is used.

Based on these results there seems to be a relationship between word use and labels for meat substitutes. Thereby, with these findings this study contributed to increasing are understanding of how the attitude of the consumers are influenced by combining certain word with certain labels. However, there was no significant interaction found between meat-eaters and word choice, this interaction, word choice and label, can be useful to adapt in the packaging design for meat substitutes to influence the buying behaviour of the consumer.

## 6.2 Implications

It was addressed in the introduction that research on the importance of labels when it comes to consumer behaviour and meat substitutes is scarce. This research addressed that gap in the literature. Moreover, hypothesis 2, ‘*The effect of motivation to buy the meat substitute is*

*stronger when a congruent food label (animal welfare vs climate change vs healthy lifestyle) is used than when an incongruent label is used.*” is rejected as there is no significant interaction between main motivation and word choice on attitude towards meat substitutes. However, this study found that, rather than main motivation, food labelling does have a significant positive interaction with word choice in relation to consumer attitude. Because of the lack of research into the importance to food labelling and meat substitutes, in combination with the unexpected significance that was found between food labelling and word choice suggest that future research should investigate the role of such labels in consumer attitude.

### **6.3 Limitations and recommendations**

This research is not without any limitations. The first limitation that needs to be addressed is the fact that the distribution of the respondents was not distributed well. The respondents were asked to give their main motivation to buy a meat substitute instead of regular meat. The distribution between these groups was uneven. I can state that the group of *health* was underrepresented in comparison to the *climate change* and *animal welfare* groups. This also applies for the distribution between male and female and between meat eaters and non-meat eaters. Future research should focus on a more purpose sampling instead of the random sampling done in this study to get a better overview.

Another limitation in this research is missing a packaging without any food label. This could be an interesting to answer questions about purchase intention, attitude towards meat substitutes and health, animal welfare and climate change. Even though most of the questions in the questionnaire were clear about label influence or purchase intention this extra packaging could show more information in the bigger picture. Further research could focus on a plain packaging to find a bigger or smaller effect in labelling on packaging.

Another limitation which can be argued based on the stimuli material is the brand name ‘Tasty’. This brand name was chosen because it was more neutral than an existing brand. However, for respondents an unknown brand could have a negative effect on purchase intention since there are no positive connotations. Consumers seems to be more interested in a new product from a brand they already use.

## **7. Conclusion**

This study aimed to find effects between the main motivation to buy a meat substitute, food labelling on packaging, product name and the buying behaviour of the consumer. Therefor

this study addressed the gap in the literature and simultaneously provided several suggestions for further research on this topic. This quantitative study demonstrated that main motivation has a significant influence on several variables such as purchase intention and attitude towards the meat substitute. Furthermore, significant interactions are found between both word choice and label as well as main motivation and label. Lastly, the effect of motivation to buy a meat substitute is stronger when a congruent food label is used this only has an impact for the main motivation *animal welfare* and *climate change*. Congruency is important for these participants and will have a positive effect towards the buying behaviour.



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## 9. Appendix

### 9.1 Pre-test

#### Enquêteflow

**Block: Standaard vragenblok (1 Vraag)**

**Standard: Blok 3 (3 Vragen)**

**Standard: Blok 2 (7 Vragen)**

**Standard: Andere vleesvervangers verpakkingen (4 Vragen)**

**Standard: nieuwe ideeën (3 Vragen)**

Pagina-einde

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**Start van blok: Standaard vragenblok**

Welkom bij mijn pre-test.

Voor mijn afstudeeronderzoek aan de Universiteit Twente ben ik bezig met het ontwerpen van een verpakking voor vleesvervangers voor mijn master communication science.

Om te weten wat u als consument aanspreekt heb ik deze korte vragenlijst ontwikkeld.

Deze enquête is geheel anoniem. De resultaten zullen alleen gebruikt worden voor het ontwikkelen van een verpakking en u kunt elk moment stoppen met het invullen van de enquête.

De enquête zal voor het grootste gedeelte bestaan uit vragen over verschillende logo's en al bestaande verpakkingen.

Als u vragen heeft kunt u mij altijd een email sturen.

[c.l.m.croll@student.utwente.nl](mailto:c.l.m.croll@student.utwente.nl)

Alvast bedankt!

Cathlijn Croll

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Pagina-einde

**Start van blok: Blok 3**

Q1 Welke logo's vindt u het best passen bij het onderwerp "Gezonde levensstijl"? (Meerdere antwoorden mogelijk)

☐☐☐☐☐☐☐☐☐☐☐☐☐

Q2 Welke logo's vindt u het best passen bij het onderwerp "Klimaat Verandering"? (meerdere antwoorden mogelijk)

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Q3 Welke logo's vindt u het best passen bij het onderwerp "Dieren welzijn"? (meerdere antwoorden mogelijk)

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Pagina-einde

**Start van blok: Blok 2**

Geselecteerde keuzes overbrengen van "Welke logo's vindt u het best passen bij het onderwerp "Gezonde levens stijl"? (meerdere antwoorden mogelijk)"



Q4 Welk logo onder de noemer "Gezonde Levens stijl" spreekt u het meest aan?

- |                       |                       |
|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> |                       |

Alle keuzes - Verborgen en zichtbaar overbrengen van "Welke logo's vindt u het best passen bij het onderwerp "Klimaat Verandering"? (meerdere antwoorden mogelijk)"



Q5 Welk logo onder de noemer "Klimaat Verandering" spreekt u het meest aan?

- |                       |                       |
|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> |                       |

Pagina-einde

Alle keuzes - Verborgen en zichtbaar overbrengen van "Welke logo's vindt u het best passen bij het onderwerp "Dieren welzijn"? (meerdere antwoorden mogelijk)"



Q6 Welk logo onder de noemer "Dieren Welzijn" spreekt u het meest aan?

- |                                                                                                           |                                                                                                           |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <input type="radio"/>    | <input type="radio"/>    |
| <input type="radio"/>    | <input type="radio"/>    |
| <input type="radio"/>    | <input type="radio"/>    |
| <input type="radio"/>   | <input type="radio"/>   |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  | <input type="radio"/>  |
| <input type="radio"/>  |                                                                                                           |

Pagina-einde

Q7 Welke slogan vindt u het beste passen op een verpakking van een vlees vervanger als het gaat om **klimaat verandering**?

- ☐ Choose for the earth (1)
- ☐ Good for the earth (2)
- ☐ Happy earth (3)
- ☐ Choose for the climate (4)
- ☐ Good for the climate (5)
- ☐ Anders namelijk: (6) \_\_\_\_\_

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Pagina-einde

Q8 Welke slogan vindt u het beste passen op een vlees vervanger als het gaat om **dieren welzijn**?

- ☐ Choose for the animals (1)
- ☐ Good for the animals (2)
- ☐ Happy animals (3)
- ☐ Anders namelijk: (4) \_\_\_\_\_

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Pagina-einde

Q9 Welke slogan vindt u het beste passen op een vlees vervanger als het gaat om Gezond Leven?

- ☐ Choose for your health (1)
- ☐ Good for your health (2)
- ☐ Happy body (3)
- ☐ Anders namelijk: (4) \_\_\_\_\_

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Pagina-einde



Q10 Welke vorm van de slogan spreekt u meer aan? Het gaat hierbij om de vorm niet op de tekst.

☐ Choose for  
the climate

☐ Choose for  
the climate

☐ Choose for  
the climate

☐ Choose for  
the climate

---

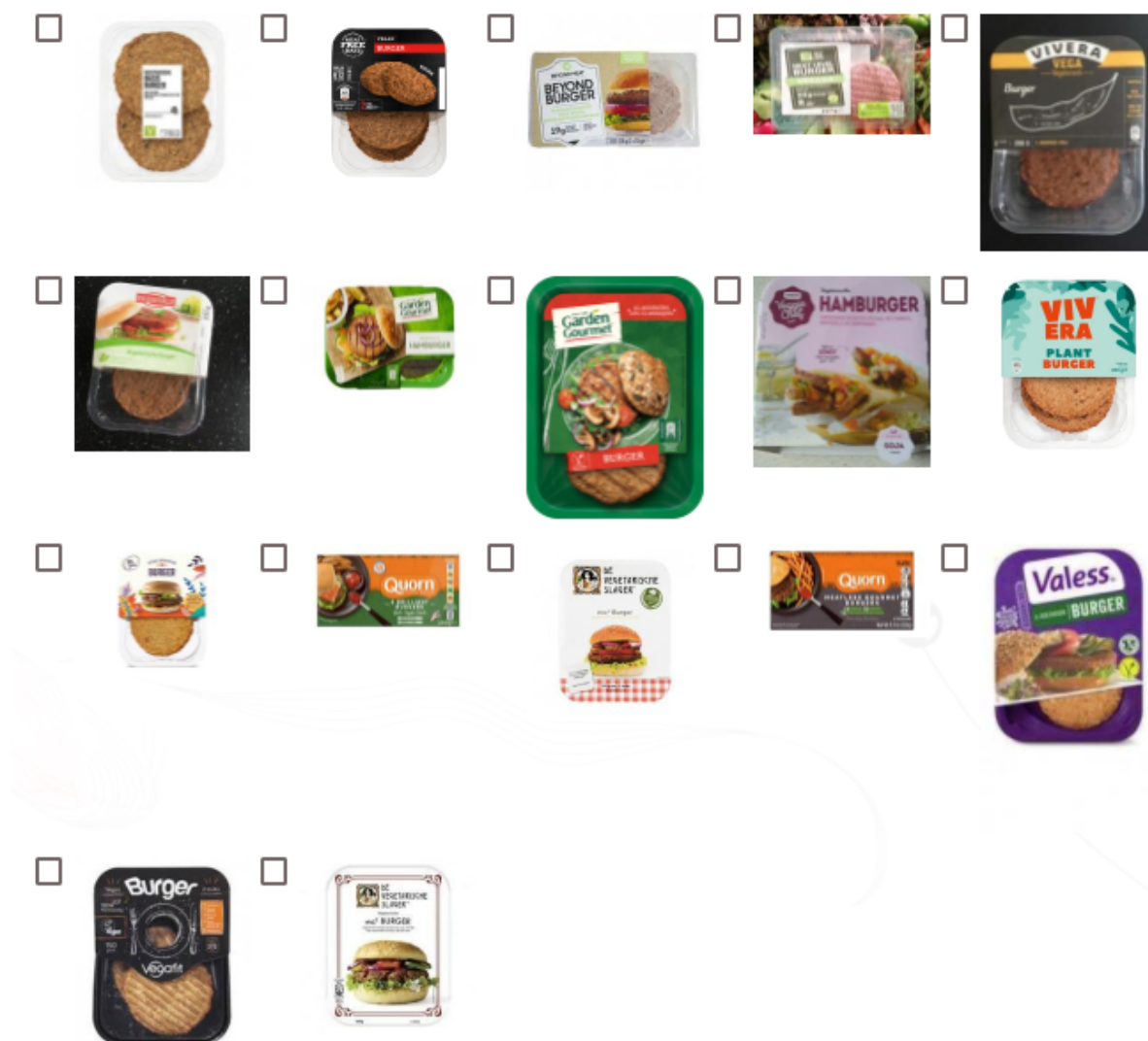
Pagina-einde

Einde blok: Blok 2

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Start van blok: Andere vleesvervangers verpakkingen

Q11 Als u kijkt naar de verschillende verpakking, welke verpakkingen spreken u dan het meeste aan? (Meerdere antwoorden mogelijk)



Pagina-einde

Q12 Waarom heeft u gekozen voor deze verpakkingen?

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Pagina-einde

Q13 Wat is de reden dat deze verpakkingen u het meest aanspreken? (Meerdere antwoorden mogelijk)

☐

De kleur(en) (1)

☐

Omdat je de burger kan zien (2)

☐

Omdat je een plaatje ziet van het eind resultaat (3)

☐

Omdat de verpakking past bij mij (4)

☐

Anders namelijk: (5)

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Pagina-einde

Q14 Beantwoord de stellingen naar mate u daar eens of oneens mee bent.

	Helemaal mee eens (1)	Enigszins mee eens (2)	Noch eens noch oneens (3)	Enigszins mee oneens (4)	Helemaal niet mee eens (5)
De kleur groen vind ik het beste passen bij een vlees vervanger (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie graag een plaatje van het eind product (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zie graag de vleesvervanger liggen zodat ik weet hoe hij eruit ziet (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De verpakking moet verschillende kleuren hebben (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De verpakking moet zo neutraal mogelijk zijn (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

**Start van blok: nieuwe ideeën**

Q15 Als u een of meerdere kleuren voor op de verpakking zou moeten bedenken welke kleuren zullen het dan zijn?

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Q16 Welke vorm vind u het beste op een verpakking

- ☐ Rond (1)
- ☐ Vierkant (2)
- ☐ Rechthoekig (3)
- ☐ Driehoek (4)

Q17 Als u een verpakking zou ontwikkelen voor een vegetarische hamburger. Wat zou u dan het liefst willen zien daarop?

Wel of geen foto's van het product, wel of geen venster (doorzichtig gedeelte op de verpakking) etc.

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Pagina-einde

**Einde blok: nieuwe ideeën**

## Results Pre-test

Q12
Waarom heeft u gekozen voor deze verpakkingen?
Ik zie graag wat ik met het product kan, dus het uiteindelijke plaatje zoals een broodje hamburger ipv alleen de hamburger zelf
Strak en helder
De kleur en stoere verpakking
Doen me het meest denken aan de smaak van vlees (en ik weet welke merken lekker zijn ;))
De afbeeldingen lijken op echt vlees en zien net dus niet chemisch/vies uit.
Hierbij is de inhoud ook deels zichtbaar
Je wil het product zien
Groene kleurgebruik
De kleur en je kan zien hoe het vlees eruit ziet
Totaal beeld + een witte achtergrond
Vormgeving
Zien er het mooiste uit, en omdat ik garden gourmet een fijn merk vind
Vanwege de kleuren en het eten op de afbeelding ziet er lekker uit
Springen er het meeste uit
Niet te schreeuwerig
Uitnodigende verpakking (design), duidelijk vermeld dat het op een plantaardige burger gaat, bekend(heid) van het merk
Geen overheersende kleuren (zoals bv dat paars van valess of dat oranje van quorn)
Simpel
Rest lijkt meer plastic te hebben, groene verpakking voelt altijd milieu/gezondheids vriendelijker. Vivera zag er stylish uit
Uitstraling is clean en rustig
Deels omdat ik ze herkende, en ik denk dat je snel kiest voor iets wat je thuis hebt liggen en dus vaak ziet. Maar ook door de speelsheid van de verpakking.
Stond leuk
Zwart (staat ook wel voor krachtig), duidelijk, zichtbaar wat er in de verpakkingen zit
Het ziet er gezond uit, en de kleuren van de verpakking maken de verpakking opvallend
Mooie chique vormgeving.
Ik vind het een chique verpakking
Door de afbeelding
Frisse verpakking
Doorzichtig, ik kan allee zien
Because of the picture of the burger 🍔
Lijkt modern, groen staat voor mij voor "het klimaat"
Vanwege de uitstraling en herkenning

Q13 5 TEXT

Wat is de reden dat deze verpakkingen u het meest aanspreken? (Meerdere antwoorden mogelijk) - Anders namelijk: - Tekst
Stoere verpakking voor een burger
Uitnodigende verpakking (design), duidelijk vermeld dat het op een plantaardige burger gaat, bekend(heid) van het merk

Q15
Als u een of meerdere kleuren voor op de verpakking zou moeten bedenken welke kleuren zullen het dan zijn?
Hier zou ik iets duidelijker zijn, welke verpakking bedoel je hier? Algemeen of voor 'klimaat'. Ik zou nu zeggen, groen van de natuur en misschien iets van blauw van water en ook natuur.
Groen en wit
Groen blauwgroen
Groen en rood
Natuurlijke kleuren (groen etc)
Groen, Bruin, geel
Groen
Natuurlijke kleuren
Vleeskeuring met een groen en witte achtergrond
Groen
Zwart
grijs en oranje
groen of alle groene tinten
Groen, wit, geel
Groen, blauw, geel
“Natuur-kleuren”
Wit, zwarte letters, lichtblauw, groen
Zwart en wit
Groen
Groen, blauw, paars
Ja dat zijn denk ik vooral keuren die me aanspreken? Geel, roze, wit?
Zwart
Zwart, wit, oranje, groen
Groen, rood, geel
Zwart/wit (trent van nu, foodtrucks), Autentiek ,Groen
Groen en zwart
Groen, wit, blauw
Wit en groen
Groen
Black, green, white,
Groen, oranje, geel, white

Als u een verpakking zou ontwikkelen voor een vegetarische hamburger. Wat zou u dan het liefst willen zien daarop? Wel of geen foto's van het product, wel of geen venster (doorzichtig gedeelte op de verpakking) etc.

Ik zou wel het product willen zien, maar het liefst wel met het eindproduct als voorbeeld.
Wel een foto van het product en wellicht producten waarvan het gemaakt is, dus paar sojabonen aan de zijkant
Foto om te zien wat je ermee kan doen en wat van het product zodat je weet hoe het eruit ziet
Wel een venster, afbeelding van wat het product kan worden (zoals bij de burgers zie je een hamburger). Duidelijk dat het vega(n) is. In woorden ook duidelijk wat het product moet nabootsen als dat het geval is.
Wel foto's van het product, ook een venster. Vrolijke kleuren. Duidelijke informatie. Betere woordkeuze dan vegetarisch (schrikt mensen toch af kennelijk).
Geen foto, wel een venster, info waaruit de burger bestaat
Doorzichtig zodat je de burger ziet
Wel venster, kleur, foto's
Een doorzichtig gedeelte, Een mooi slogan, Pakkende kleuren
Foto van een frisse contrasterende uitvoering van de burger
Geen foto wel venster
Wel een venster
Wel een venster, en vooral een overzicht met CO2 uitstoot versus het vlees equivalent
De helft van het product en een halve foto van het eindresultaat
Wel foto, geen venster
Geen foto's wel zichtbare burger
Doorzichtige verpakking zodat de burger zichtbaar is, duidelijk vermeld of het om een plantaardig product gaat, groene kleuren
Doorzichtig venster, zodat je de burger kan zien. Eindresultaat is wel leuk.
Geen foto's, zwart wit plaatje waarop exact staat wat erin zit, of de sojabonen ecologisch verantwoord zijn, voedingswaarde (calorieën en vooral mineralen en vitamines)
Minder plastic
Vooral rustig. 1 foto en gedeelte van het product zien
Misschien waar het product van is gemaakt? Dus soja bonen bijvoorbeeld op de verpakking?
Het product moet zichtbaar zijn in de verpakking, er moet duidelijk op staan wat het is, misschien nog iets van de ingrediënten of voedingswaarden. Er hoeft niet perse een foto op.
Een foto van de hamburger en wat maakt dat deze Vega hamburger een gezonde keuze is
Wat erin zit en voedingswaarden. Mooi gepresenteerd foodtruck style. Doorzichtig venster zodat je product kan zien. Liefst duurzame materialen (is ten slotte 1 van de beweeg redenen om duurzaam te eten), dus geen plastic.
Duidelijk beeld van het product, bv dmv doorzichtige verpakking
Foto van het eindproduct en klein stukje doorzichtig om het product te zien.
Tekst, plaatje is niet nodig
Geen foto's
Geen venster, geen Plastic, Fully recyclable
Foto's van het product, graag een venster maar misschien iets anders dan plastic wat milieuvriendelijker is, vooral kartonnage verpakking



# Meat-substitutes

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## Start of Block: Welcome

Dear participant,

Thank you for participating in this questionnaire for my master thesis. My name is Cathlijn and I am a communication student at the University of Twente.

This research is conducted for academical purposes only and is voluntary. This means that you have the right to withdraw from this study at any given moment. The questionnaire is anonymous, and all information cannot be traced to a specific participant.

The study is about meat substitutes. This questionnaire consists of pictures and questions about meat substitutes. The questionnaire will take approximately 10 minutes to complete. Please answer all the question. There are no right or wrong answers. By clicking on the button below and proceeding to the next page, you agree that you have read the above information and that you give your consent for the use of your answers in this research.

Thank you for your time.

If you have any questions about the research or questionnaire you can contact me via [mail.c.l.m.croll@student.utwente.nl](mailto:mail.c.l.m.croll@student.utwente.nl)

Cathlijn Croll

Student Communication Science at the University of Twente.

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Q1

I am willing to participate in this study and hereby give my consent that the results of this study will be used for analysis.

☐ Yes (1)

☐ No (2)

---

Page Break

**Start of Block: Demographics**

Q2 I am

- ☐ A male (1)
  - ☐ A female (2)
  - ☐ Other (3)
  - ☐ I prefer not to say (4)
- 



Q3 My age is

---

Q4 Highest noted education level

- ☐ Less than high school (1)
  - ☐ High school degree (2)
  - ☐ Secondary vocational education degree (MBO) (3)
  - ☐ Applied Science degree (HBO) (4)
  - ☐ University Bachelor degree (5)
  - ☐ University Master's degree (6)
  - ☐ Doctorate or higher (7)
  - ☐ Other (8)
-

Q5 I live in

- ☐ a city (1)
  - ☐ a village (2)
- 

Q6 I live in the province:

- ☐ Friesland (1)
  - ☐ Groningen (2)
  - ☐ Drenthe (3)
  - ☐ Overijssel (4)
  - ☐ Utrecht (5)
  - ☐ Noord-Holland (6)
  - ☐ Zuid-Holland (7)
  - ☐ Noord-Brabant (8)
  - ☐ Zeeland (9)
  - ☐ Limburg (10)
  - ☐ I don't live in the netherlands (11)
- 

Page Break

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**Start of Block: Meat/substitute questions**

Q7 Do you eat meat

☐ Yes (1)

☐ No (2)

---

Q8 How often do you eat a **meat substitute**?

☐ Every day (1)

☐ A few times a week (2)

☐ Once a week (3)

☐ Few times a month (4)

☐ Once a month (5)

☐ Few times a year (6)

☐ Once a year (7)

☐ Never (8)

---

*Display This Question:*

*If How often do you eat a meat substitute? = Never*

Q30 What is a reason for not eating meat substitutes?

- ☐ I don't like the taste (1)
  - ☐ They are not healthy (2)
  - ☐ They are too expensive (3)
  - ☐ They don't look good (4)
  - ☐ I don't want to eat meat substitutes (5)
  - ☐ Other: (6) \_\_\_\_\_
- 

Q9 If you have to choose, what would be for you the **MAIN** reason to eat a meat substitute instead of animal meat (one answer possible)

- ☐ Because of animal welfare (1)
  - ☐ Because of the climate change (2)
  - ☐ Because of my health (3)
- 

*Display This Question:*

*If If you have to choose, what would be for you the MAIN reason to eat a meat substitute instead of... =  
Because of the climate change*

Qphoto

---

*Display This Question:*

*If If you have to choose, what would be for you the MAIN reason to eat a meat substitute instead of... =  
Because of my health*

Qphoto

---

*Display This Question:*

*If If you have to choose, what would be for you the MAIN reason to eat a meat substitute instead of... =  
Because of animal welfare*

Qphoto

End of Block: Meat/substitute questions

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**Start of Block: Packaging A Meatless-health**

QA10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

-----

QA11 Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

QA12 Based on the product you see above the meat substitute looks

	Strongl y disagree (1)	Disagre e (2)	Somewha t disagree (3)	Neither agree/disagre e (4)	Somewha t agree (5)	Agre e (6)	Strongl y agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainabl e (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break





## QA13

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----  
Page Break

---

QA14

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

---

Page Break





QA15 Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break

QA16

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

**Start of Block: Packaging B Vegetarian - Health**

QB10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

---

QB11

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

QB13

Based on the product you see above the meat substitute looks

	Strongl y disagree (1)	Disagre e (2)	Somewha t disagree (3)	Neither agree/disagre e (4)	Somewha t agree (5)	Agre e (6)	Strongl y agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainabl e (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

QB14

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

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QB15

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

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Page Break



QB16

Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break



QB17

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

**Start of Block: Packaging C Meatless - Climate**

QC10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

QC11

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# QC12

Based on the product you see above the meat substitute looks

	Strongl y disagree (1)	Disagre e (2)	Somewha t disagree (3)	Neither agree/disagre e (4)	Somewha t agree (5)	Agre e (6)	Strongl y agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainabl e (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

QC13

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

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QC14

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

Page Break



QC15

Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label. I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break

QC16

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

**Start of Block: Packaging D Vegetarian - Climate**

QD10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

QD11

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QD12

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainable (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



QD13

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

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QD14

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

Page Break



QD15

Based on the green label on the bottom right



	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break

QD16

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

**Start of Block: Packaging E Meatless - Animals**

QE10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

QE11

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QE12

Based on the product you see above the meat substitute looks

	Strongl y disagree (1)	Disagre e (2)	Somewha t disagree (3)	Neither agree/disagre e (4)	Somewha t agree (5)	Agre e (6)	Strongl y agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainabl e (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

QE13

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

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QE14

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

Page Break



QE15

Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label. I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break

QE16

Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



**Start of Block: Packaging F Vegetarian - Animals**

QF10 The next questions will be about the packaging of this meat substitute.  
The following questions will be asked about this meat substitute and its packaging.

---

QF11

Based on the product you see above the meat substitute looks

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree/disagree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
Attractive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unhealthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal friendly (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like fake meat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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QF12

Based on the product you see above the meat substitute looks

	Strongl y disagree (1)	Disagre e (2)	Somewha t disagree (3)	Neither agree/disagre e (4)	Somewha t agree (5)	Agre e (6)	Strongl y agree (7)
Expensive (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unattractive (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unnatural (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High in quality (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like real meat (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpleasant (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsustainabl e (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



QF13

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I like the name of the product shown above (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above is clear (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "Meatless" gives me the feeling there is meat involved (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The word "vegetarian" gives me the feeling there is meat involved (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above gives me a positive feeling (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The name of the product shown above makes me motivated to buy this meat substitute (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Page Break

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QF14

After seeing this product

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am motivated to buy more meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are healthy (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes that are animal friendly (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy meat substitutes which are climate friendly (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to buy less meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to search for healthy options (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



I am  
motivated  
to search  
for animal  
friendly  
options  
(7)

☐☐☐☐☐☐☐

I am  
motivated  
to search  
for  
climate  
friendly  
options  
(8)

☐☐☐☐☐☐☐

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Page Break



QF15

Based on the green label on the bottom right

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
The label makes me motivated to buy meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy animal friendly meat substitutes (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The label makes me motivated to buy climate friendly meat substitutes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product fits my personality (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, I would buy this product (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on the label, this product is in line with my beliefs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The label  
makes me  
motivated  
to buy  
healthy  
lifestyle  
meat  
substitute  
(7)



Page Break

QF16

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither disagree/agree (4)	Somewhat agree (5)	Agree (6)	Strongly Agree (7)
I love meat substitutes (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes are a good thing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards a healthy lifestyle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards animal welfare (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think meat substitutes have a positive effect towards climate change (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Packaging F Vegetarian - Animals

Start of Block: Bedankt

*Display This Question:*

*If I am willing to participate in this study and hereby give my consent that the results of this stu... = No*

Q17 You have now completed the questionnaire. Thank you for your participation in this study. Your cooperation is highly appreciated!  
Do not forget to click to the next page :-)

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Q18 You have now completed the questionnaire. Thank you for your participation in this study. Your cooperation is highly appreciated!  
Do not forget to click to the next page :-)

**End of Block: Bedankt**

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