The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Tuesday, 13 June 2023 at 13:00 CEST** in room **P-119**
at the **School of Economics and Business, University of Ljubljana** and via **Zoom**
platform

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will present the article:

Product packaging effects in consumers perceptions of meat analogues/plant-based foods

Vegetarian and vegan diets seem to have been surging in popularity but still are adopted by only 5% and 3% of consumers worldwide, respectively. The flexitarian diet, where consumers commit to eating less animal protein but do not completely eliminate them from their diet, has however been adopted by 14% of consumers worldwide. This growing trend of cutting down on meat consumption has been spearheaded by consumers' growing concern for their health and the environment. The food industry has responded to the rising needs of flexitarian consumers, and those desiring to reduce their meat consumption without formally adhering to the diet, by developing alternatives to animal-based proteins that are more similar to their original counterparts (e.g., Beyond Meat, Impossible Foods) than traditional plant-based proteins, such as tofu, legumes, and seitan, among others. Set within this context, this presentation will introduce ongoing projects that aim to understand the motives driving consumer acceptance of more sustainable plant-based food options. These projects examine how front-of-packaging information influence consumers perceptions of product sustainability and healthiness for plant-based products and also the extent to which culture helps to form consumer tastes and food choices, which in turn influence purchase intentions.

Please register for the free seminar at http://raziskave.ef.uni-lj.si/a/1556
by Monday, 12 June 2023.
Access details will be sent prior to the event to signed up users.
We look forward to seeing you!