



AALBORG UNIVERSITY
DENMARK

Promoting Sustainable Consumer Behaviour:

A Study of the Motivational Factors that Influence British
Consumers' Purchase of Plant Based Meat

By: Julie Wittrup Tølbøll Mortensen
International Business Communication - English
Number of characters: 160.799
Supervisor: David Ian Stevens
Date: June 3rd, 2019



Resumé

Dette speciale har til hensigt at fremme viden om bæredygtig forbrugeradfærd, mere specifikt i forhold til de britiske forbrugere og deres holdning til plantebaseret kød. Det er nødvendigt med yderligere forskning på netop dette område, da det potentielt kan afhjælpe én af de fremtidige udfordringer i forhold til klimaforandringer. Det er nødvendigt at finde bæredygtige alternativer såsom plantebaseret kød, der kan være med til at mindske forbrugernes kødforbrug. Men for at øge fokus og potentielt forbruget af plantebaseret kød, kræver det, at vi bliver klogere på, hvad der motiverer disse forbrugere til at købe plantebaseret kød.

For at undersøge, hvad der motiverer britiske forbrugere til at købe plantebaseret kød, er tre undersøgelsesspørgsmål blevet udformet. “The Theory of Planned Behavior” udarbejdet af Icek Ajzen, “A Theory of Human Motivation” udarbejdet af Abraham Maslow og “Norm Activation Theory” udarbejdet af Shalom Schwartz udgør det teoretiske fundament for specialet, som skal benyttes til at besvare de tre undersøgelsesspørgsmål. Dertil benytter specialet en mixed methods tilgang, hvor den kvalitative metode og kvantitative metode bliver sammenkoblet ved hjælp af et spørgeskema for bedst muligt, at kunne besvare de tre undersøgelsesspørgsmål. De tre undersøgelsesspørgsmål fokuserer på at identificere karakteristika for de britiske forbrugeres holdning til plantebaseret kød for ultimativt at finde ud af, hvilken påvirkning deres holdning har på deres motivation til at købe plantebaseret kød. Derudover undersøges de britiske forbrugeres viden omkring, hvilken påvirkning kødforbrug har på klimaforandringer, og hvilken indflydelse denne viden har på forbrugernes motivation og lyst til at købe plantebaseret kød.

Resultaterne viser, at de britiske forbrugeres holdning til plantebaseret kød næsten er ligeligt fordelt mellem positive og negative holdninger, dog med et mindre flertal af positive holdninger. De positive faktorer, der spiller ind i dannelsen af forbrugernes holdninger, er blandt andet personlig sundhed, komfort, den positive påvirkning på klimaet og hvordan produktet er et incitament for at mindske kødforbruget. Derudover er der også negative faktorer, der spiller ind i dannelsen af forbrugernes holdning til plantebaseret kød. Disse er

blandt andet en for høj pris på produktet, manglende viden og en frustration over, at produktet forsøger at efterligne konventionelt kød. Det blev dog påvist, at den negative holdning kunne påvirkes i positiv retning, hvis folk i den nære omgangskreds anbefalede produktet, da forbrugernes villighed til at købe produktet dermed blev forøget. Et lille antal af forbrugerne mener, at det vil være positivt for deres omdømme at blive associeret med at købe plantebaseret kød, hvorfor dette også er en motivationsfaktor, der har indflydelse på, om forbrugerne vil købe plantebaseret kød. For et overvejende flertal af forbrugerne betyder omdømme, og dét at blive associeret med at købe plantebaseret kød, ikke noget. Resultaterne viser dog, at forbrugernes største motivationsfaktor til at købe plantebaseret kød, er den positive indvirkning, som plantebaseret kød har på klimaforandringerne. Forbrugerne har generelt en omfattende viden om, hvilken indflydelse kødforbrug har på klimaforandringerne. Resultaterne viste dog også, at dette imidlertid ikke nødvendigvis har en yderligere indflydelse på alle britiske forbrugeres motivation til at købe plantebaseret kød. Nogle forbrugere afskriver at have et personligt ansvar, eftersom de mener, at ændringer skal ske ved, at der bliver taget et kollektivt, politisk ansvar. Andre forbrugere mener derimod, at individuel handling godt kan hjælpe til at mindske klimaforandringerne, hvorfor der ikke er overensstemmelse forbrugerne imellem. Derfor vil viden omkring, hvilken indflydelse kødforbrug har på klimaforandringer for nogle forbrugere, motivere dem til at købe plantebaseret kød, mens andre ikke vil blive motiveret af dette.

Disse forskellige resultater er et vigtigt led i at blive klogere på de britiske forbrugeres holdning til plantebaseret kød, og hvordan man i fremtiden potentielt kan motivere disse forbrugere til at inddrage mere plantebaseret kød i deres kost.

Table of Contents

Introduction	6
Literature review	8
Traditional Perspectives on Consumer Behaviour	8
Sustainable Consumer Behaviour	11
Typologies and Segmentation Studies	11
Consumption: The Ethical Focus	14
Theoretical Framework	19
The Theory of Planned Behavior	20
The independent determinants of intention	21
Attitudes, Subjective Norms and Perceived Behavioral Control	21
Intentions and perceived behavioral control	22
The Role of Beliefs in Behavior	23
Behavioral Beliefs and Attitudes	24
Normative Beliefs and Subjective Norms	24
Control Beliefs and Perceived Behavioral Control	25
A Theory of Human Motivation	26
The Physiological Needs	26
The Safety Needs	27
The Love Needs	27
The Esteem Needs	28
The Self-Actualization Needs	28
Norm Activation Theory	29
The Norm Activation Model	31
Methodological Approach	33
Theory of Science	33
Paradigms	33
Philosophy of Science	36
Social Constructivism	36
Research design	37
Mixed Methods Research	37
Data Collection	39

Primary data	39
Questionnaire	39
Open and closed questions	40
Structure of Questionnaire	41
Quantitative data	42
Qualitative data	44
Coding and Thematic Analysis	44
Structure of Analysis	46
Application of Theories	47
Analysis	49
Theory of Planned Behavior	50
Behavioral Beliefs and Attitudes	50
Normative Beliefs and Subjective Norms	55
Control Beliefs and Perceived Behavioral Control	57
A Theory of Human Motivation	60
The Safety Needs	60
The Love Needs	62
The Esteem Needs	62
Norm Activation Theory	65
Awareness of consequences	65
Responsibility denial	68
Summary of all three analyses	72
Conclusion	74
Bibliography	78

Introduction

Currently, we are witnessing an increase of the total amount of meat consumed globally, and the increasing demand for meat equals production hereof, which has a highly negative impact on the environment (Godfray et al. 2018). This has given rise to a continuously growing interest in research of sustainable consumer behaviour related to consumption and environmentally friendly food choices. The actions of consumers and the choices they take in regard to purchase and consumption of certain products either have a direct or indirect impact on the environment, which is why it is important to understand how we motivate and encourage consumers to engage in more sustainable purchases (Jackson 2005). The interest for such products seems to increase every year, which indicates that some consumers are concerned with the choices they have regarding sustainable food products (Miniero et al. 2014). It has become recognized that attention to environmental issues, such as the environmental impacts of overconsumption, have a significant effect on consumers awareness, perception and attitudes regarding sustainable food products (Tanner and Kast 2003). Despite the increasing interest and awareness, the market share of sustainable food is only 7.5 percent of the total food sales in the UK (Soil Association Organic 2019). Therefore, a more profound change in the British consumers' patterns of behaviour need to evolve in a more sustainable manner. However, how do we facilitate sustainable consumption and purchase patterns of the British consumer in the future? Arguably, one important step is to get to know the consumers better. Get to know the attitudes and behaviours of the consumers.

There is a wide range of different sustainable food choices available, and one of the newest trends on the market is plant based meat, which serve as a substitution for meat. Given the negative impact that meat production has on the environment, it is important to foster the purchase of other more sustainable choices, such as plant based meat. Research needs to address this topic in order to become more familiar with consumers' attitudes toward plant based meat. Eventually, if the product is accepted by a larger percentage of the consumers than it is today, it could potentially contribute to a decrease in meat consumption and production, and hence have a positive effect on the future global challenges of climate

change. Ultimately, that is why it is important to study the British consumers' behaviour in regard to plant based meat. Therefore, the overall topic of this master's thesis is:

<i>What motivates British consumers to purchase plant based meat?</i>

In order to address the overall subject of interest for this thesis, I have included three research questions, and they are as follows:

RQ 1: What characterises British consumers' attitudes towards plant based meat?

RQ 2: In what way does British consumers' attitudes affect their motivation in relation to purchasing plant based meat?

RQ3: How does knowledge about the environmental impacts of meat consumption affect British consumers' purchase of plant based meat?

Literature review

The literature review section will serve as an account of the theoretical contributions to the field of consumer behaviour, as well as an account for previous studies conducted on sustainable consumer behaviour. The purpose of these two sections is to establish a foundation for the justification of the theoretical and methodological approaches utilised to study the subject of interest of this thesis, and provide the reader with meaningful insights to the research area. First, a brief account of the field of consumer behaviour will help explain the selection of theories applied for analysis. Second, an account of previous conducted research on sustainable consumer behaviour will serve both as justification of methodological choices as well as provide the reader with an understanding of the extensiveness of the field being studied. Since the topicality within consumer behaviour is extensive, both sections will only introduce a minor selection of theories and studies.

Traditional Perspectives on Consumer Behaviour

Consumer behaviour has gained much attention in research for several decades and can be defined as: “the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon 2013, 31). Thus, consumer behaviour is a field with diverse perspectives and different approaches to the study of consumers. Research on consumer behaviour has mainly been focused on two general approaches for investigation; namely investigation of the internal and external factors that affect the consumers. The internal factors have been of interest to scholars stemming from social and cognitive psychology fields (2013, 23-24). Such scholars have mainly been interested in investigating consumers’ attitudes, habits, values and personal norms and how such variables can be helpful in predicting potential behaviour in regard to specific products or brands. Additionally, researchers from the domain of behavioural analysis and institutional economics have focused on how the external factors, such as social norms (friends and family), environment, and institutional constraints, might influence the consumer (2013, 23-24). Thus, research on consumer behaviour has been concerned with

psychological, personal, social and cultural influences that seek to explain the complexity of consumer behaviour and the decision processes that precede and determine specific behaviours or actions (Solomon 2013). These approaches to studying consumer behaviour suggest different conceptualisations of the consumer and what influences the consumer to engage in a behaviour. However, some scholars have also attempted to combine the internal and external approach in order to illuminate how such factors might influence one another.

Additionally, the rational choice perspective has also been heavily represented by scholars studying consumer behaviour. The basic premise of this perspective is that human behaviour is regarded as rational. Humans are believed to weigh the expected benefits and costs of every action before we choose to perform the action or not. Scholars that take a rational choice perspective argue that human behaviour is a continual process of weighing these expected benefits and costs before carrying out a behaviour or action. According to this perspective, an important notion is that humans deliberately will choose to engage in the behaviour that offers the greatest expected benefit for themselves (Jackson 2005). Thus, the choices an individual takes are regarded as being decided upon solely due to an individual self-interest, which is based on the individual's evaluation of expected outcomes (2005, 29). Researchers that take an economic-rational perspective have been interested in examining consumer preferences, also called "Consumer Preference Theory" (Jackson 2005; Elster 1986). The focus entails consumers' assumption of 'utility maximisation', where researchers examine available income, price and taste. This approach emphasises that the consumer seeks to maximise the subjective expected utility within the constraints of the respective factors listed (Jackson 2005; Elster 1986). Thus, this strict perspective on rational choice and the weight that is put on economics does not fit into the overall scope of this thesis, since the aim is to uncover British consumers' attitudes and the underlying motivational factors that potentially can lead them to a purchase.

Various contributions from the social psychology field to the study of consumer behaviour has been noted (Fishbein and Ajzen 1975; Triandis 1977; Stern 2002). What these contributions have in common is, that they are concerned with the internal factors that influence human behaviour, such as attitudes, beliefs, personal norms, moral norms and intention. Scholars have been interested in human attitude, how such attitudes are formed and

what effect it has on behaviour. Fishbein and Ajzen proposed “The Theory of Reasoned Action” which emphasise that beliefs and attitudes are great predictors of what intention an individual has about engaging in a behaviour (Fishbein and Ajzen 1975). Fishbein and Ajzen served as a great influence for Triandis contributions, and in 1977 he proposed “The Theory of Interpersonal Behaviour”, but incorporated variables such as habits and argued that these also influence human behaviour. Much in line with these two theoretical contributions, Stern proposed “The Value-Belief-Norm Theory”, an integrated model of environmentally significant behaviour. This framework embodies many of the internal variables that both Fishbein and Ajzen (1975) and Triandis (1977) incorporate in their frameworks, i.e. attitude, norms and intention. Moreover, the framework embodies external factors and seeks to uncover behaviours within environmental activism, environmental citizenship, policy support and private spheres (Stern et al. 1999). Stern’s (1999) perspective derived from S.H. Schwartz “The Norm Activation Theory” (Schwartz 1977), which is concerned with investigating pro-environmental actions. Schwartz (1977) argues that individuals engage in pro-environmental actions due to the activation of personal moral norms. The personal moral norms are activated in individuals who believe that environmental conditions pose threats to others or the biosphere (Stern 1999). Moreover, the theory holds that some people believe that they can avert such conditions by engaging in an action which is believed to minimise such conditions (Schwartz 1977).

These different perspectives and contributions to consumer behaviour have paved the way for my selection of theories. First of all, the economic-rational perspective was deselected, since the thesis is not interested in focusing primarily on cost/benefit relations. Thus, the chosen theories are “The Theory of Planned Behavior” by Icek Ajzen (1991), “A Theory of Human Motivation” by Abraham Maslow (1943) and “Norm Activation Theory” by Shalom H. Schwartz (1977). These theories all derive from the social psychology field and were deemed relevant, since this thesis emphasises the investigation of the consumer as an individual. However, the thesis does not only take an internal approach, which is why “The Theory of Planned Behavior” was chosen for analysis. This theory takes a mixed internal and external approach and seeks to cover different aspects of human behaviour. Although Maslow’s theory of human motivation can be regarded as old, it has a universal truth to it and has been an influential contribution to many of the above mentioned studies. Hence,

Maslow's views on human behaviour and what motivates an individual to take action is also considered. And lastly, "The Norm Activation Theory" takes an internal approach to the study of the consumer, emphasising the importance of moral norms in pro-environmental behaviour. Together, these theories will be applied in the analysis and will enable an investigation of the subject of interest for this thesis.

Sustainable Consumer Behaviour

As mentioned, consumer behaviour is known to be a broad field of interest that embodies numerous theories and methodologies, which all contribute to the entire field that is concerned with explaining the behaviour of consumers (Antonides 2017). Given the subject of interest for my master's thesis, this part of the literature review will be restricted to the research conducted on a niche subject within consumer behaviour, namely sustainable consumer behaviour. The studies that were found most relevant will be clarified in order for the reader to comprehend the topicality of the subject of interest for my research. It will be divided into two parts, namely Typologies and Segmentation Studies and Consumption: The Ethical Focus.

Typologies and Segmentation Studies

Typologies and segmentation studies have been heavily represented in the body of literature on sustainable consumer behaviour. However, the topic of interest in this specific research area of sustainable consumer behaviour has varied a great deal. In "Attribute Segmentation and Communication Effects on Healthy and Sustainable Consumer Diet Intentions" a quantitative study combines an experiment on communicating dietary guidelines for sustainable and healthy food consumption with a segmentation of Dutch food consumers (Verain et al. 2017). The segmentation included a variety of sustainability aspects, namely price, taste and healthiness. Communication that presented health arguments and sustainability arguments were presented to four randomly selected parts of the sample in a 2 x 2 full factorial design (Verain et al. 2017). The study found that there were three different segments; pro-self, average and conscious consumers. It was found that despite associating

sustainability with health and sustainability benefits, the pro-self and average consumer segments did not change their dietary intentions. The intention to reduce meat consumption for the sustainable conscious consumer segment did however increase. The study shows that communication concerning sustainability and sustainable diets has an impact on the consumers' dietary habits and their intentions to change such habits. The study solely restricts to Dutch food consumers, which makes the findings applicable for marketers in this specific country and not in an international market. Nevertheless, such studies are useful for the purpose of combining health and sustainability benefits when promoting products to the sustainable consumer. The study employs a quantitative method using a 2 x 2 full factorial design to collect the data, which was not found applicable for this thesis, as it sets out to employ an interpretivist approach to the data collected. However, the choice of setting up different segments based on the data collected was found interesting. Thus, despite that the study present some interesting findings and correlations between consumers dietary habits and intentions to change such habits, the underlying methodological approach was not considered relevant.

“Socio-demographic basic factors of German customers as predictors for sustainable consumerism regarding foodstuffs and meat products” (Mohr and Schlich 2015) focus on promoting sustainable purchase behaviour. The research utilises both qualitative and quantitative methods in a mixed methods study to explore the understanding of sustainable consumerism from 1040 German consumers' point of view. The recipients were asked open-ended questions in order to uncover characteristics of sustainable food consumption and asked about their willingness to adopt a low-meat diet. These questions focused on uncovering what attributes the German consumers connect with sustainable food consumption, specifically consumption of meat. Mohr and Schlich (2015) found that attributes that have a direct influence on consumers are better perceived. The more abstract aspects of food consumption, such as climate protection, were found to be less significant for the consumers. Additionally, statistics of four sociodemographic factors were studied, namely gender, age, wealth and education. According to Mohr and Schlich (2015), these statistics proved that there was a significant correlation between gender, age and education and sustainable consumerism. They found that there was a greater possibility that women, middle-aged and well-educated consumers would purchase sustainable products, which

indicates that socio-demographic factors matter when promoting sustainable products. These contributions to the body of literature on sustainable consumer behaviour sought to provide policy makers and marketers with a more in-depth knowledge for future development of regulation systems and campaigns to promote sustainable products in a more efficient way.

In comparison a quantitative segmentation study was carried out by Clare D'Souza, Mehdi Taghian, Peter Lamb and Roman Peretiatko in "Green decisions: demographics and consumer understanding of environmental labels" (D'Souza et al. 2006). The research examined the demographic segments of Australian green consumers and their satisfaction with, and understanding of, environmental labelling and the association with demographic profiles and consumer attitudes towards environmental labels. The study showed that there was a connection between demographic variables and the respondents' attitudes towards such labels, since the older and middle aged respondents proved to be more dissatisfied with the labels. Despite that these two above mentioned studies confirm that socio-demographic factors matter when promoting sustainable products and investigating consumers' understanding of environmental labelling, the findings can only be considered valid in terms of German and Australian consumers. Nevertheless, both studies conclude with some valuable findings and encompass profound methodological approaches using both qualitative and quantitative methods in one study (Mohr and Sclich 2015) and a pure quantitative study (D'Souza et al. 2006). The utilisation of qualitative and quantitative methods permits the illumination of the subject of interest from different angles, which is often seen as an advantage. However, the mixed method approach must not be considered superior to research that only use one research strategy, which is why the quantitative approach in the latter study must be considered just as valuable and applicable (Bryman, 2012, 628). However, the methodological and theoretical choices used in the first research ultimately paved the way for my own selection of methods to employ in my thesis. Both due to that my master's thesis seeks to explore British consumers' attitudes towards plant based meat and what motivates them to purchase plant based meat, but also since the advantages of taking a mixed methods approach was illuminated.

Instead of delimiting the focus to one country as the two above mentioned studies, segmentation studies has also been carried out using cross-country analysis methods for the

purpose of strengthening marketing strategies when promoting products internationally. In “Does Nationality Matter in Eco-Behaviour?” Michelle Bonera, Elisabetta Corvi, Anna Paola Codini and Ruijing Ma examined the effect of socio-demographic factors in eco-behaviour (Bonera et al. 2017). The research focuses in particular on the effect of nationality and the role of personal values when uncovering determinants of consumers’ eco-behaviour. It is a quantitative research that utilises a linear regression model including 353 Chinese and 333 Italian respondents to test the relation between nationality and personal values in eco-behaviour (2017). The findings point to the fact that regulatory focus and universalism are the personal values that influence eco-behaviour the most. Due to the subject of my master’s thesis, a linear regression model was not deemed relevant to include, since it would not allow for the same interpretation of the data that is found relevant.

Consumption: The Ethical Focus

Another relevant angle addressed in the sustainable consumer behaviour literature is the ethical focus when studying sustainable consumption. In “Sustainable Consumption Dilemmas” a quantitative research tested whether respondents view sustainable consumption as a moral dilemma or a social dilemma in order to uncover which factors play a role in the consumers’ decision to purchase sustainable or unsustainable products - more specifically in regard to meat consumption. Kees Vringer, Eline van der Heijden, Daan van Soest, Herman Vollebergh and Frank Dietz (Vringer et al. 2017) conducted a large scale field experiment including 600 participating households, which were each given credit enough to cover a potential extra cost of buying plant based meat in comparison with conventional meat. The households were asked to vote either in favor of using the entire budget on purchasing plant based meat or spend their budget on either plant based meat or actual meat (Vringer et al. 2017). The tests showed that social dilemma considerations are not the key drivers of sustainable consumption behaviour. However, the findings point to the fact that the participants seemed to weigh their individual financial situation with the sustainable benefit of the product, which served as a moral dilemma (2017). Additionally, the participants were reluctant when considering restricting other people’s freedom of choice regarding sustainable consumption. 76 percent of the participants were willing to buy plant based meat if the group members also voted in favour, which according to Vringer et al. points to a moral dilemma

based on “a trade-off between individual costs and collective gains” (2017). At first, the large scale field experiment conducted by Vringer et al (2017) seemed interesting due to the subject of the research, which is concerned with the choices in regard to meat vs. plant based meat. The study encompasses some of the variables that my thesis also will be concerned with (namely moral dilemma and social pressure). However, a large scale field experiment seemed too extensive for a master’s thesis of this scale. Thus, this study also has contributed to establish the foundation for my deselection of research approach.

Despite the heavy attention that sustainability receives as a research topic, the sale of sustainable products only represent a minor fraction of the overall demand (Luchs et al. 2010). In “The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference”, Michael G. Luchs, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan suggest that there appears to be a gap between consumers’ explicit attitudes in relation to sustainable products and their consumption behaviour (Luchs et al. 2010). In this quantitative research, 5 different tests were carried out, which according to Luchs et al., showed that most consumers associate higher product ethicality with “gentleness-related attributes” and lower product ethicality with “strength-related attributes” (2010). The positive effect of product sustainability on consumer preferences is argued to be reduced when the strength-related attributes were valued more than the gentleness-related attributes (2010). However, the preference for product sustainability enhances when gentleness-related attributes are valued more than strength-related attributes. Luchs et al. (2010) argue that although it can be an asset to promote sustainability in product categories in which gentleness is valued by the consumers, it can on the contrary be a liability in product categories where strength is valued more (2010). However, this study suggests that any company can overcome the “sustainability liability” by positioning and promoting their products to the right audience, namely by creating a thoroughly strategy to tackle these dilemmas.

In “Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation”, Vladas Griskevicius, Joshua M. Tybur and Bram Van den Bergh conclude that there are correlations between purchasing environmentally friendly products and altruism¹ (Griskevicius, Tybur and Bergh 2010). The argument for this statement is that such products

¹ “Disinterested and selfless concern for the well-being of others: unselfish” (Oxford Dictionary, 2019).

often cost more and are of lower quality than the conventional products, but environmentally friendly products benefit the environment for everyone (2010). Since altruism has been observed as having strong associations with status, the authors carry out three experiments to investigate how status motives influence consumers' desire for sustainable products. The three experiments showed that status motives did increase desire for sustainable products when shopping in public if the price was higher than the price of conventional products (2010). On the contrary, status motives decreased the desire for sustainable products if shopping in private and the products were cheaper than normal. The research suggests that it is important for people to be acknowledged for "doing the good deeds" and that status competition ultimately can be utilised to enhance consumers' willingness to purchase environmentally friendly products and thus advance sustainable consumer behaviour (2010). This specific notion about the importance of being acknowledged for doing the good deeds was found interesting and in correlation with exploring British consumers' attitudes towards plant based meat, this is going to be touched upon in my master's thesis.

In "Consumer Readiness to Reduce Meat Consumption for the Purpose of Environmental Sustainability: Insights from Norway", mixed methods was applied using a triangulation approach (Austgulen et al. 2018). The research investigates whether or not Norwegian consumers are ready to change their dietary habits in regard to what is environmentally sustainable (Austgulen et al. 2018). A quantitative approach was utilised doing a consumer survey and an in-store field experiment combined with a qualitative approach that included focus group interviews. Findings from the study point to the fact that consumers are uncertain what constitutes sustainable or environmentally friendly food choices, and that only few consumers are willing to make a change in their dietary habits for the benefits of the environment (2018). The willingness to change dietary habits is connected to the consumers' existing value orientation and their existing consumption habits. Thus, consumers support initiatives such as sustainable food purchases if it is more or less in agreement with their already existing value orientation and consumption habits (2018). Despite the many advantages that a triangulation approach arguable can entail, this approach was not deemed applicable, since my study is concerned with British consumers. Hence, it would be difficult to collect data from a another country in three different ways. Thus, the

triangulation approach was deselected to maximise the possibility of collecting a proper data set.

Research has also been concerned with combining personal and contextual barriers to consumers' purchases of sustainable food. In "Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers" (Kast and Tanner 2003) a survey was performed in an attempt to foster knowledge on the relation between sustainable consumer behaviour and purchase. It examines how and whether personal factors such as attitudes, personal norms, perceived behaviour barriers and knowledge combined with contextual factors such as socioeconomic characteristics, living conditions and store characteristics have an influence on sustainable purchases. Findings showed that "green food purchases are facilitated by positive attitudes of consumers toward (a) environmental protection, (b) fair trade, (c) local products, and (d) availability of action-related knowledge. In turn, green behavior is negatively associated with (e) perceived time barriers and (f) frequency of shopping in supermarkets" (Kast and Tanner 2003). The research found that "green purchases are not significantly related to moral thinking, monetary barriers" (2003) which is consistent with the findings in "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation" (Griskevicius, Tybur and Bergh 2010) as it was discovered that money (higher prices) and moral thinking were not related to sustainable/green purchases. Surprisingly, the research also found that "green purchases are not significantly related to [...] the socioeconomic characteristics of the consumer" (2003), which stands in direct contrast to some of the other studies that have investigated the relation between demographic factors and sustainable consumer behaviour. These contradictions in the literature arguable point to the fact that it is necessary to conduct more research concerning the variables of money and moral norms in relation to sustainable consumer behaviour.

According to Miniero et al. (Miniero et al. 2014) there are many studies that confirm the inconsistency between sustainable consumer attitudes and sustainable consumption, which has not considered to investigate the regulatory focus and time horizon. In order to explain "the ethical consumer attitude-intention gap"², they argue that it is vital to study the

² The inconsistency between sustainable consumer attitudes and sustainable consumption (Miniero et al, 2014)

regulatory focus and time horizon to enhance knowledge on sustainable consumer attitudes and purchases. In “Being Green: From Attitude to Actual Consumption” (Miniero et al. 2014) regulatory focus, which is described as “the strategic orientation individuals use to pursue their goals” (2014) or “the way in which people approach pleasure and avoid pain” (2014), is argued to have an influence on consumers’ sense of duty in environmental related issues. Time horizon represents the time it takes for a consumer to make a decision and carry it out and it can induce a specific immediate behaviour. Both regulatory focus and time horizon are studied using three experimental studies (2014).

Finally, the first section of the literature review should provide the reader with a profound understanding of the theoretical foundation in the field of consumer behaviour, and thereby also the final selection of theories applied in this thesis. The other section was included to provide the reader with a greater comprehension of the niche subject within consumer behaviour; namely sustainable consumer behaviour, and thereby give the reader an understanding of the relevance and purpose of this particular thesis and subject of interest. The following section will account for the theories applied in the analysis, which are "The Theory of Planned Behavior" by Icek Ajzen (Ajzen 1991), "A Theory of Human Motivation" by Abraham Maslow (Maslow 1943) and "The Norm Activation Theory" by Shalom H. Schwartz (Schwartz 1977).

Theoretical Framework

The theoretical framework chosen for my master's thesis is based on the literature review. Previous studies concerning sustainable consumer behaviour have focused on explaining human behaviour, the intentions that potentially can lead to actions and what motivational factors drive humans to perform or dissociate from performing certain actions. Thus, the purpose of the literature review was to establish a foundation for the selection of theories found applicable for the this specific research.

The theoretical foundation constitutes three theories, namely; "The Theory of Planned Behavior"³ by Icek Ajzen (Ajzen 1991), "A Theory of Human Motivation" by Abraham Maslow (Maslow 1943) and "The Norm Activation Theory" by Shalom H. Schwartz (Schwartz 1977). The theories originate from social psychology and are concerned with human behaviour. The first theory focuses on explaining and predicting the relationship between behaviour and attitude in regard to human action and the core idea of the theory is to enable researchers to predict human behaviour based on pre-existing attitudes and behavioural intentions. The second theory focuses on explaining how human drive and motivation can be used to describe human behaviour. The theory serves as a classification system of human needs, where every step is used to describe a pattern of how human motivation evolves and is facilitated. The third theory investigates why people engage in pro-environmental behaviours, and examines the underlying motives for engaging in such behaviours. The three theories will supplement each other in the way that each contribute to highlight different aspects of human behaviour. Jointly, the theories will enable an analysis of the collected data.

³ It is important to note that the theoretical terms from the respective theories applied in this thesis use an American English vocabulary, while the standard language otherwise will use a British English vocabulary. Hopefully, this will minimise potential confusion on behalf of the reader.

The Theory of Planned Behavior

In 1991 Icek Ajzen devised "The Theory of Planned Behavior", which is an extension of the previous "Theory of Reasoned Action", originally devised by Martin Fishbein and Icek Ajzen (Fishbein and Ajzen 1967). The theoretical framework was revised by Icek Ajzen who added the 'perceived behavioural control' variable. According to Icek Ajzen "general attitudes and personality traits are implicated in human behavior, but their influence can be discerned only by looking at broad, aggregated, valid samples of behavior" (Ajzen 1991), meaning that the study of human behaviour and attitudes can and will vary a great deal according to the circumstances in which the study is conducted. Thus, the influence of a person's personality traits and attitudes towards specific actions in certain contexts is "greatly attenuated by the presence of other, more immediate factors" (Ajzen 1991).

Primarily, "The Theory of Planned Behavior" focuses on cognitive self-regulation and seeks to predict and explain human behaviour in specific contexts and seeks to uncover an individual's intention to perform a behaviour or engage in an action. Icek Ajzen (1991) distinguishes between different variables that enable one to predict and explain human behavior. In order to study behaviour, the theoretical framework suggests a model, which enable the prediction of behaviour (see figure 1 below). Ajzen argues that related constructs of 1) attitude, 2) subjective norm and 3) perceived behavioral control need to be uncovered in order to determine an individual's intentions of performing a behaviour. Ajzen argues that "personal evaluation of a behavior (attitude), socially expected mode of conduct (subjective norm), and self-efficacy with respect to the behavior (perceived behavioral control)" plays an important role in the examination of behaviour (Ajzen 1999). Furthermore, the model requires one to distinguish between three types of beliefs - namely 1) behavioral beliefs, 2) normative beliefs and 3) control beliefs. Ajzen (1991) argues that all three types of beliefs connect the behaviour of interest with an attribute; whether it is the outcome of a behaviour, a normative expectation or the resources that determine whether a behaviour can be performed or not. Therefore, all beliefs about a specific behaviour can be studied in order to uncover what intentions an individual has about carrying out the behaviour. Since "The Theory of Planned Behavior" embodies different determinants in order to examine behaviour, the correlation

between these different determinants will be accounted for and explained in the following paragraphs. Additionally, figure one below was incorporated to provide an overview of the correlation between the different determinants.

Figure 1. Theory of Planned Behavior (Ajzen 1991)

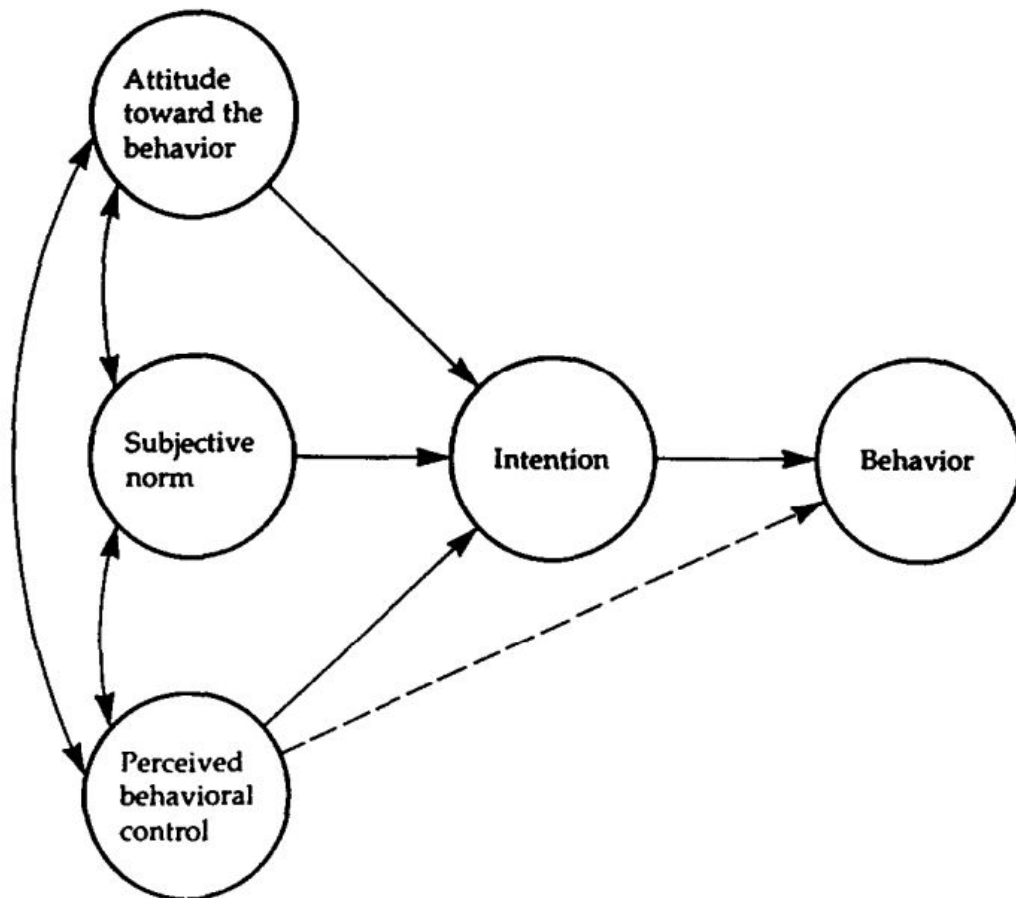


FIG. 1. Theory of planned behavior.

The independent determinants of intention

Attitudes, Subjective Norms and Perceived Behavioral Control

Before anyone can predict an individual's intentions to perform a behaviour, Ajzen highlights that there are three independent determinants of intention, namely attitude, subjective norm and perceived behavioral control that one needs to examine (Ajzen 1991, 188). Firstly, one needs to look at an individual's attitude towards a given behaviour. Does the person have a

favourable or unfavourable appraisal of the specific behaviour? Secondly, Ajzen (1991) emphasises a social factor called subjective norm. This determinant refers to an individual's perceived social pressure and how it influences an individual's desire to perform or not to perform a given behaviour. Lastly, one needs to look at perceived behavioral control, which refers to an individual's conception of performing the behaviour. Is the behaviour believed to be easy or difficult? Moreover, this determinant is assumed to be affected by past experiences of performing the same or similar behaviour - and possible obstacles, and resources available (i.e. money) (1991). Ajzen (1991) states that "as a general rule, the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior" (1991, 188). All three determinants are expected to vary dependent on what behaviour is to be performed as well as in what context, which is why all three determinants are independent. Thus, in some instances one determinant might have a greater impact on intentions and in other instances all three determinants might have an independent impact on intention.

Intentions and perceived behavioral control

The performance of a behaviour is argued to be a combined function of an individual's intentions and perceived behavioral control, meaning that intentions and behavioral control are key variables in predicting whether an individual will actually carry out the behaviour in question (Ajzen 1991). Although the correlation between intentions and behavioral control are stressed in the prediction of behaviour, Ajzen (1991) emphasises that there are situations where one variable may be more important than the other, and that only one of the two determinants may be needed in some specific situations. Additionally, Ajzen (1991) argues that if the intentions of an individual are kept intact, it is likely that the effort an individual will put into performing the behaviour will increase with perceived behavioral control. If two individuals have equally strong intentions to carry out a behaviour, but only one of them feels confident of performing the behaviour (i. e. feels that they have control over the situation), it is more likely that the individual who feels confident about the ability to perform the behaviour will be more successful in the attempt. Whether or not measures of perceived behavioral control can be used instead of measures of actual control depends on the accuracy

of the perceptions of a situation and the behaviour. Hence, if the individual has no knowledge about the behaviour and what it requires to perform the behaviour and if the necessary resources to perform the behaviour are not available (i.e. money), the individual will most likely be hesitant to perform the behaviour.

According to Ajzen (1991), intentions are “assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert in order to perform the behavior” (Ajzen 1991, 182). The stronger the intentions of an individual are to engage in a given behaviour, the greater are the chances for the individual to actually carry out the action. Ajzen (1991) points to the fact that it is important to note that behavioral intention often will result in performance of behaviour if the individual that needs to carry out a specific behaviour has control over the situation; meaning that the individual can decide at will whether or not it wants to perform the behaviour (182). While some behaviours meet such requirements, other behaviours will to some degree depend on other factors. These other factors could i.e. be the necessary resources for carrying out the behaviour, such as time, money, skills, cooperation of others (1991). Jointly, factors such as an individual's choice of performing a behaviour and the resources available represent people's actual control over the behaviour. Hence, if such factors are met (behavioral control) and the individual is motivated enough to perform the behaviour (intention), the individual will most likely succeed in performing the behaviour (1991). Despite the accomplishment of such success criteria, Ajzen highlights that “the importance of intentions and perceived behavioral control in the prediction of behavior is expected to vary across situations and across different behaviors” (1991, 185).

The Role of Beliefs in Behavior

The following section will explain the role of beliefs in human behaviour, and how these are related to the three determinants, attitude, subjective norm and perceived behavioral control, that Ajzen (1991) argues are important to uncover human intention of performing a specific behaviour. Behaviour is argued to be a function of beliefs that can be connected to the behaviour, and are thus determinants of an individual's intentions and actions. Ajzen (1991) distinguishes between three kinds of beliefs, namely behavioral beliefs, normative beliefs and

control beliefs. Behavioral beliefs influence attitudes towards the behaviour, normative beliefs are related to subjective norms and control beliefs establish the foundation for perceptions of behavioral control (1991, 189). These beliefs and their correlation to the above mentioned determinants will be further elaborated in the following paragraphs.

Behavioral Beliefs and Attitudes

Attitude formation is an important determinant when it comes to predicting an individual's intention to perform a given behaviour. According to Ajzen (1991), the development of attitudes stems from the beliefs people hold of the object. Humans form beliefs about an object by comparing it with certain attributes such as “other objects, characteristics or events” (Ajzen 1991, 191). Thus, when examining an individual's attitude towards a behaviour, every belief correlates to certain outcomes, or other attributes associated with the behaviour - i.e. that the performance of the behaviour is time consuming, entail a cost or has a positive impact on the environment. The attributes that we link to a behaviour are either positively or negatively loaded and consequently we acquire an attitude towards the behaviour. In that respect, humans quickly learn to favour specific behaviours, which have positive outcomes and likewise form unfavourable attitudes towards specific behaviours that are associated with negative consequences. The strength of a belief disclose the subjective probability that the behaviour will result in the outcome (i.e. buying plant based meat). Ajzen argues that one can explore the foundation of an attitude by eliciting salient beliefs about the attitude object and assess the subjective probabilities and values that associates to the different beliefs (1991, 191). In this respect, one can estimate the respondent's evaluation of the attitude object or behaviour that is to be examined.

Normative Beliefs and Subjective Norms

Normative beliefs are correlated to subjective norms and are concerned with an individual's perception of the social normative pressure and how an individual's behaviour is influenced by the beliefs held by important individuals or groups (Ajzen 1991). Therefore, important individuals or groups are argued to have an impact on an individual's performance of a behaviour. If an important individual or group does not approve of a given behaviour this will

most likely influence whether or not the individual determines to carry out the behaviour. Ajzen (1991) argues that the strength of each normative belief is multiplied by the individual's motivation to comply with the beliefs held by the important individual or group in question.

Control Beliefs and Perceived Behavioral Control

According Ajzen (1991) control beliefs are also of great importance when examining behaviour. Such beliefs deal with requisite resources and how the presence or absence thereof can determine the outcome of the behaviour. The control beliefs are often created by an individual's past experience with the behaviour, meaning that the individual will most likely have a clear idea about whether they want to carry out the behaviour and how to carry out the behaviour. Thus, the individual will feel more in control of the situation and this will induce confidence (Ajzen 1991). However, second-hand information about the behaviour also influences the individual. The individual can for example be influenced by experiences of friends and family, which can either increase or decrease the individual's perceived difficulty of the behaviour. An individual's perceived control over the behaviour in question will increase if the individual believe it has knowledge about the behaviour and access to resources. Moreover, an individual's perceived control will increase if the individual link fewer obstacles to performing the behaviour (1991).

The Role of Moral Norms

An additional determinant that Ajzen highlights when examining and predicting behaviour are the role of moral norms (Ajzen 1991). In specific contexts, Ajzen argues that it is relevant to consider feelings of moral obligation and/or an individual's feeling of responsibility of performing or not performing a certain behaviour (Ajzen 199). The feeling of responsibility or moral obligation is expected to influence an individual's intentions to perform a given behaviour, and thus, it also influences attitudes, subjective norms and the perceptions of behavioral control. If an individual who felt a moral obligation towards making purchase decisions which benefited the environment was presented with a product that was branded on 'being good for the environment', the individual would most likely purchase the product and act according to their moral obligation (199). Therefore, if it matches the context of the

specific behaviour being studied, Ajzen (1991) highlights that it can be important to consider the influence of moral obligation or the feeling of responsibility of performing a behaviour. However, Ajzen's theoretical framework does not include it as a determinant in the model, which is why "The Norm Activation Theory" (Schwartz 1977) is included later in the theory section, since this particular theory focuses on this specific element.

A Theory of Human Motivation

In 1943, Abraham Maslow developed "A Theory of Human Motivation" (Maslow 1943). The theory was developed in order to be able to study how human drive and motivation relate to human behaviour. The theory establishes a classification system, which describes the stages of growth that a human being are going through, and it is believed to reflect the universal needs of society (Maslow 1943). The classification system constitutes a hierarchy of different needs that can be used to study what motivational factors drive humans to take part in a specific behaviour. Hence, the theory seeks to uncover how humans attend to behavioural motivation. The different needs in Maslow's classification or hierarchy of needs are respectively; physiological needs, safety needs, love needs, esteem needs and needs of self-actualization (1943). Each of these needs or stages in the hierarchy, contain specific characteristics which needs to be met in order for the need to be satisfied. Therefore, a definition of each level of need will be provided. Additionally, two needs, namely the physiological needs and the self-actualization needs, were not found relevant to include in the analysis of this thesis, but since they contribute to form a whole of the theory, they are explained briefly in the respective sections.

The Physiological Needs

The most important need that has to to be fulfilled in Maslow's hierarchy of needs is the physiological ones (Maslow 1943). The physiological needs are believed to be universal and cover things such as food, water, sleep and shelter, which are needs the human body requires to function and survive. Maslow (1943) states that when a human is lacking some of the physiological needs, i.e. food, all other needs will be pushed in the background since "all

capacities are put into the service of hunger-satisfaction, and the organization of these capacities is almost entirely determined by the one purpose of satisfying hunger.” (5). Despite the physiological needs being vital in terms of human survival, such needs will not, or only briefly, be touched upon in the analysis of this paper. Most people in the Western world are privileged enough to have these needs fulfilled as soon as they enter this world and since this thesis focuses on a British segment in regard to the data collection, it will most likely not be relevant to elaborate further (Maslow 1943).

The Safety Needs

If the physiological needs are fulfilled, which Maslow (1943) argues is true for people living in at least the Western part of the world, the next stage in the hierarchy of needs is the safety needs. An individual who has fulfilled the physiological needs will therefore be motivated to fulfill the safety needs, as Maslow notes that one now can describe the individual as “a safety-seeking mechanism” (1943, 6). For the healthy, normal and fortunate individual in the Western world, the safety needs will more or less be fully satisfied. Such safety needs embodies a stable and law-abiding society where one can feel safe from wild animals, criminals, assault and murder (1943, 8). When the surroundings are stable, the individual will no longer feel endangered, and thereby, the safety will be fulfilled. Additionally, Maslow states that one can perceive expressions of safety needs by looking at common preferences, such as the preference for a job with tenure, having a savings account and insurance (1943, 8). In broader terms, Maslow goes on and argues that humans share a common preference for familiar things rather than the unfamiliar things and they do not tend to feel safe in the unknown (1943).

The Love Needs

After having fulfilled the two previous needs, the need for love arises. This need emerges as a hunger for love, affection and belongingness (Maslow 1943, 9). The absence of friends, a sweetheart or children will be regarded as negative and the individual will hunger for affectionate relations to bring more meaningfulness into life. Humans will be motivated to obtain such affectionate relations to other human beings as this will minimise feelings of

being left out or standing alone. Striving after the achievement of this need, Maslow notes that the individual has such a great motivation to achieve this goal that “[he/she] may even forget that once, when he[/she] was hungry, he[/she] sneered at love” (1943, 9). This stage of the human motivation needs theory is relevant to incorporate, since it is interesting to look into how the British respondents’ close friends and family possibly affects or motivates them to purchase plant based meat.

The Esteem Needs

If the three previous stages of needs are more or less fulfilled, the esteem needs arise and the motivation for achieving such needs. Every human being has a desire to form a stable and usually high evaluation of themselves, which results in self-respect and self-esteem (Maslow 1943, 10). Self-esteem is achieved by the respect one gets from others in relation to ones achievements and according to Maslow (1943), self-esteem can be categorised into two different sets of needs. Firstly, he points to the fact that humans have a desire “for strength, for achievement, for adequacy, for confidence in the face of the world, and for independence and freedom” (1943, 10). Secondly, Maslow (1943) argues that humans have a desire for “reputation or prestige (defining it as respect or esteem from other people), recognition, attention, importance or appreciation” (10). Maslow (1943) concludes that the desire for such needs is of utmost importance in the world that we are living in today, since the fulfillment of such needs develops self-confidence, worth, capability and a feeling of belonging and being necessary in the world. If such needs are not fulfilled, it will create feelings of weakness, helplessness and inferiority, which can arouse discouragement (10).

The Self-Actualization Needs

Having fulfilled the four previous stages, a new urge or motivation for other needs to be fulfilled will emerge. Maslow highlights the importance of achieving self-fulfillment and notes that “what a man can be, he must be” (Maslow 1943, 10). Thus, the desire for self-fulfillment must be actualised and whatever potential an individual might possess, the individual must seek to achieve it. The strive for fulfilling one's self-actualization needs thereby seeks to conclude with one becoming everything that one is capable of becoming.

Maslow (1943) does not specifically define what these self-actualization needs are, since it will depend greatly on the individual in question. Thus, for one individual it could be the desire for being the best mother one could be and for another individual it could be expressed in all the different ways one can help improve the environment. These needs will only emerge if the other four needs in the hierarchy are fulfilled and the self-actualization need is sought to be the ultimate goal for human beings and thus the most desirable stage. However, this stage will not be utilised in analysis, since it does not correlate with the data collected and the subject of interest for investigation.

These five different needs describe a fixed pattern that, according to Maslow, can be utilised to explain how human motivations generally move. Thus, in order for motivation to arise at the next level of needs in the hierarchy, an individual must have satisfied or fulfilled the previous needs in the hierarchy. Maslow argues that when an individual obtains the fulfilment of one need it permits the emergence of new and other more social goals (1943, 7). The behaviour of an individual is therefore believed to be organised according to the needs that are not yet fulfilled, i.e. if hunger is a satisfied need for an individual, the individual will not focus on this need anymore and it will thus become unimportant. However, Maslow argues that “[it] might give the false impression that a need must be satisfied 100 per cent before the next need emerges. In actual fact, most members of our society who are normal, are partially satisfied in all their basic needs and partially unsatisfied in all their basic needs at the same time.” (14). Consequently, it is important to note that although Maslow refers to a hierarchy of needs where one is to ‘complete’ every level of needs before motivation for the next level can arise, the levels are not completely incompatible.

Norm Activation Theory

In 1977, Shalom H. Schwartz proposed “A Theory of Personal Normative Influences on Altruism: Activation, Obligation and Defense”, which today is known as "The Norm Activation Theory" (Schwartz 1977). The theory sets out to investigate why people engage in prosocial or pro-environmental behaviour and examines the underlying motives for engaging in such behaviours. Prosocial behaviour and pro-environmental behaviour are basically the

same term and can be defined as acts that benefit other people in one way or another (Steg and de Groot 2010). However, the difference between these two terms is that an individual engaging in a pro-environmental behaviour often does not receive a direct individual benefit by engaging in these behaviours (Steg and de Groot 2010). For example, what are the reasons that people engage in charity activities, donate blood or buy sustainable food, when such behaviours often are associated with discomfort or a high individual cost?

"The Norm Activation Theory" seeks to explain pro-environmental behaviours and Schwartz propose that such behaviours stem from personal norms reflecting "feelings of moral obligation to perform or refrain from specific actions" (Schwartz and Howard 1981, 191). Previous studies has applied the theory to study various types of prosocial behaviours such as volunteering (Schwartz and Fleishman 1982; Schwartz and Howard 1980) and helping in emergency situations (Schwartz and Clausen 1970). Later studies have applied the theory to study pro-environmental behaviours such as willingness to pay for environmental protection (Guagnano, 2001) and pro-environmental behaviour in general (Nordlund and Garvill 2002). Thus, the theory was deemed applicable for studying the overall subject of this thesis regarding British consumers' attitude towards plant based meat and how this affects the consumers' motivations to purchase such products.

Three basic propositions constitute the foundation for the theory, namely:

1. "Altruistic behavior is influenced by the intensity of moral (personal) obligation which an individual feels to take specific helping actions"
2. "Feelings of moral obligation are generated in particular situations by the activation of the individual's cognitive structure of norms and values"
3. "Feelings of moral obligation may be neutralized prior to overt action by defenses against the relevance or appropriateness of the obligation"

(Schwartz 1977, 227)

Schwartz (1977) argues that "the designation of feelings of moral (personal) obligation [is] the motivational construct energizing altruistic behavior" (231), meaning that the greatest motivational factors to engage in a specific behaviour that benefit others arises from an

individual's personal norms. Schwartz (1977) defines personal norms as being closely linked to self-concept and that individuals act according to their own self-expectations. Hence, Schwartz proposes that acting according to one's self-expectation will result in favourable self-evaluations such as pride and enhanced self-esteem (1977, 231). However, if an individual does not act according to their self-expectations this will result in negative self-evaluations, such as guilt and loss of self-esteem (1977, 231).

The Norm Activation Model

Schwartz suggests that there are two main factors that influence the activation of personal norms, namely Awareness of Consequences (AC) and Responsibility Denial (RD) (Schwartz 1977, 229). Awareness of Consequences deals with the awareness that one has of the consequences of one's behaviour for others. Thus, Schwartz argues that the greater understanding an individual has of which consequences their behaviour has for others, the more likely it is that the individual will attend to the norms that are related to the consequences and thereby generate feelings of moral obligation. Responsibility Denial (RD) is defined as "the individual tendency to accept rationales for denying responsibility for the consequences of one's behaviour" (1977, 230). RD helps to determine whether or not the feelings of moral obligation will influence an individual's decision to engage in a specific behaviour. Hence, Schwartz suggests that an individual will evaluate the cost of the action that the individual feels obligated to perform. If the individual associates a (too) high cost with performing the behaviour, the individual will most likely deny the responsibility for the consequences of the behaviour. Consequently, this will result in the personal norm being affected in either a positive or negative way, which will influence the feelings of moral obligation and the individual might end up denying responsibility for the consequences of their actions. Hence, the individual will refrain from performing the behaviour (230).

Schwartz proposes a stepwise theoretical model for conducting analysis, which is as follows:

Step 1	Step 2	Step 3	Step 4
Awareness of Consequences	Personal Norms	Responsibility Denial	Behaviour
The individual becomes aware of which consequences their behaviour has for others	Preexisting or situationally constructed personal norms will be activated	Costs of potential outcomes of the behaviour are evaluated	Finally, this will result in a decision to perform the behaviour or not

(Schwartz 1977, 241)

The theoretical model will be applied to the data and utilised in the analysis in order to provide an answer to research question 3, namely how knowledge about environmental impacts of meat consumption affects the British respondents' purchase of plant based meat. The following section will introduce and explain the methodological approach applied in this thesis, as well as the different methodological choices.

Methodological Approach

In this section, the reader will be provided with a profound clarification of the methodological and theoretical choices that were found relevant in order to address the overall subject. The section will focus on four different aspects of methodological considerations, namely philosophy of science, research design, data collection methods and the application of the data throughout the analysis. The respective sections will be further clarified as they are introduced.

Theory of Science

In order to provide the reader with a general understanding of the underlying academic foundation for this thesis, a brief overview of basic beliefs within the theory of science will be accounted for. This specific section will be included in order to justify the belief system or worldview that is applied within this thesis. Thus, the following section includes a brief overview of the different paradigms within theory of science and a specification of the philosophy of science that guides the course of action for this thesis.

Paradigms

In “The Structure of Scientific Revolutions”, Thomas Kuhn introduced for the first time a new approach to science, where he argued that science develops in paradigms (Kuhn 1962). The definition of a paradigm is “a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done [and] how results should be interpreted.” (Bryman 2012, 630). Ultimately, the choice of paradigm steers a researcher, and thus a research, in a specific direction (Guba and Lincoln 1994, 105). Therefore, it is argued to be of utmost importance to be able to distinguish between the different types of paradigms and their significance for research. Guba and Lincoln highlights that both qualitative and quantitative methods can be used within any research and they establish a model of four different paradigms (1994, 105-117). The four different paradigms can be defined by asking questions regarding the choices of ontology, epistemology and

methodology. Ontology, epistemology and methodology is argued to be deeply interconnected, meaning that any answer in regard to one of the three concepts will have an influence on how the others may be answered (1994, 108). Thus, all of the three concepts influence how one approaches a given problem in order to be able to provide a satisfying answer or solution. The basic beliefs regarding ontology, epistemology and methodology and their relation to the four general paradigms stated by Guba and Lincoln will be featured in Figure 1 (1994). The paradigms are the following; Positivism, Post-positivism, Critical Theory and Social Constructivism (1994, 108-111).

Figure 1.

The Basic Beliefs regarding Paradigms				
	Positivism	Post-positivism	Critical Theory	Constructivism
Ontology	Naïve realism - one reality exists. World is governed by unchangeable laws of nature.	Critical realism - reality can be realised, but never perfectly	Knowledge depends on the social and historically determined time	There's not one truth, but several. Reality is dependent on time, place and context, and is socially constructed
Epistemology	Objectivism. Neutral. No interaction between the investigator and the object of investigation.	Objectivism. Emphasise the possibility of evaluating results	Subjectivism. Results are value based. Knowledge is created through interaction between investigator and the object of investigation.	Subjectivism. Knowledge is created through interaction between investigator and the object of investigation.

Methodology	Experimental setting, deductive	Experimental setting, falsification of hypotheses. An application of qualitative methods may occur	Hermeneutical and dialectical	Hermeneutical, phenomenological and dialectical.
Research	Explanation - conclusively and prediction	Explanation - conclusively and prediction	Critique, reformation of social, political, cultural and economical structures.	Understanding and interpretive

Guba and Lincoln, 1994, 109-111

The reason as to why Figure 1 was deemed relevant to include was to give the reader a comprehension of the different characteristics, approaches and the influence that these paradigms have when a researcher carries out a research. Hence, the reader will gain a greater understanding of the relation between the overall subject of interest for this master's thesis and the methodological and theoretical approaches chosen to provide an answer hereupon. This thesis takes a subjectively interpretivist approach to the analysis of the data, and the respective paradigms of positivism, post-positivism and critical theory were therefore deselected. Positivism and post-positivism is regarded as objective and rational in their approach to analysis and critical theory is interested in criticising current societal structures. Thus, the following section will clarify the paradigm, or philosophy of science, that was selected for this specific research, which is social constructivism.

Philosophy of Science

Social Constructivism

As mentioned in the previous section, this thesis is a social research and it is written from a social constructivist perspective. A social constructivist approach to any given research means that what normally is or would be understood as a natural phenomenon, is from a social constructivist approach viewed as being socially constructed. Thus, every phenomena is characterised and shaped by human interests (Collin 2014, 419). Bryman defines social constructivism as “an ontological position that asserts social phenomena and their meanings are continually being accomplished by social actors”, thus explaining it as a constant progress of influential factors (Bryman 2012, 33). Hence, social constructivists regard social phenomena as being in a constant state of revision, and therefore nothing is regarded as constant. Take for example meat consumption. For centuries meat has been a top priority in people's diets. Many people use the argument that the human race has always been hunters, it is in our nature to consume meat and emphasise the importance meat has had for human evolution. For years, it has been the prevailing discourse, that it is our right to consume meat. This position to meat consumption can be regarded as a social construct, a more or less common social attitude to a product. However, people have become increasingly aware of the importance of sustainability and making sustainable choices to reduce the negative impact that meat production has on the environment. Therefore, the previously prevailing position to meat consumption is slowly changing, which give rise to new products on the market, new social constructs. Thus, if a social phenomena is regarded critical or at some point dangerous to some groups of people, the social constructivist position is that this social phenomenon must be challenged or evaluated (Collin 2014, 420). In such situations it is therefore in the core nature of the social constructivist approach to question the prevailing social conditions that ultimately has lead to the construction of the social phenomena in question (2014, 421).

Additionally, Vivien Buur determines that “the constructionist case is that all human psychological and social phenomena arise out of social life, from the interactions between people. These interactions in turn are given structure and content by the culture in which we

live, by our society's economic conditions, and by the power relations in which we are embedded. But these social conditions are subject to constant flux" (Buur 2015, 223). Thus, interaction between people shape social phenomena, and people are affected both by culture (values and beliefs), economic conditions and the power relations that governs the given society in which we live. This is consistent with Brymans notion that any given researcher will conduct a research based on personal accounts of the social world and the constructions hereof (Bryman 2012, 33). Therefore, by taking this particular ontological position to this thesis, my own personal accounts of the social world will inevitably be reflected in the theoretical and methodological choices, as well as the findings of this thesis. Given the fact that this thesis is a social research and the overall aim is to uncover the motivational factors that influence British consumers' attitudes and thus purchase behaviour, the social constructivist approach seemed suitable. Primarily due to the social constructivists view on how values and opinions shape the reality in which we live in, this stance will be suitable for analysing the attitudes of British consumers and the factors influencing this. Thus, in the light of the definition of social constructivism and the clarification of the relevance for this thesis, the ontological position of this thesis is established.

Research design

In order to investigate and eventually answer the research questions that this thesis seeks to answer, I have chosen to employ a mixed methods approach that combines qualitative and quantitative methods. The mixed methods approach can be combined in numerous of different ways, which is why this section will provide a brief clarification of mixed methods, as well as a clarification of how mixed methods was applied in the research design of this thesis. Additionally, this section will encompass a clarification of the collection of primary data and lastly explain how the primary data was utilised throughout the analysis.

Mixed Methods Research

The combination of quantitative and qualitative approaches within one single project has been termed mixed methods research and has according to Bryman become an increasingly used and accepted research method within social research (Bryman 2012, 628). Thus, a

mixed methods research integrates qualitative and quantitative, meaning that it combines research methods that cross the two research strategies. Due to the methodological choices of utilising a mixed methods approach it is important to note that the paradigms mentioned in the earlier chapter is not regarded as incompatible. Many researchers regard quantitative and qualitative research as incompatible due to the belief that the epistemological assumptions, values and methods are inextricably intertwined, which Guba and Lincoln also advocated for (Guba and Lincoln 1994, 108). However, other researchers take the position that quantitative and qualitative research actually is compatible, and emphasises the strengths of the combined techniques of data collection and data analysis (Bryman 2012, 631). Mixed methods research does recognise that qualitative and quantitative research each carries different epistemological and ontological assumptions, but the connections are not regarded as fixed. Hence, research methods from one research strategy is considered to be capable of being employed into another. According to Bryman, mixed methods research can be classified in terms of two criteria, namely; the priority decision and the sequence decision (2012). The priority decision entails that one needs to ask which one of the methods that serve as the principal data-gathering tool, or whether the qualitative and quantitative methods have equal weight (2012). Since this research employs a questionnaire as the primary data collection method, and questionnaires are a quantitative approach to data collection, the principal data-gathering tool is quantitative. The sequence decision entails that one needs to decide which method precedes which, or whether the data collection associated with each method is concurrent. Given the fact that the data collection method consists of a questionnaire that encompasses both open and closed questions, and the data sample is processed in a coding schedule (will be explained later), the sequence is QUAL + quan. QUAL + quan simply indicates that the qualitative and quantitative data was collected in more or less the same time. Hence, an establishment of the research design is realised as:

Research design	
Priority	Quantitative
Sequence	QUAL + quan

Thus, the predominant research method that governs this thesis is set out to be the quantitative approach due to the data collecting methods. The qualitative approach is furthermore chosen, since the aim of the research is to view the subject being studied through the eyes of the British segment chosen for investigation. Thus, the combination of qualitative and quantitative methods is regarded as a complementary approach for this thesis.

Data Collection

The following section will include a clarification of the primary data, the collection methods and how the data is processed in a thematic coding schedule to enable utilisation of the data in analysis.

Primary data

Questionnaire

In order to investigate and eventually answer the research questions, I have chosen to employ a mixed methods approach that combines qualitative and quantitative methods in a questionnaire. Hence, the primary data that the analysis is based on is the questionnaire (Appendix 1). Before carrying out the questionnaire, a prespecified segment for investigation was chosen, namely British respondents. The questionnaire was aimed at British consumers in order to uncover what factors that influence their attitudes towards plant based meat and their potential purchase behaviour. To ensure that the questionnaire was comprehensible and coherent to the receiver and adequate for employing later on in analysis, a pilot-test was carried out. 10 participants were asked to take the survey and provide feedback in terms of the comprehensibility of the questionnaire. Subsequently, the questionnaire was evaluated and revised before it was sent out officially. For the questionnaire to reach the highest level of validity, it was sent out via British Facebook groups, LinkedIn groups and SurveyCircle.com⁴, asking only for British respondents (SurveyCircle 2019). The process of getting respondents to complete the survey was eased due to the fact that the British

⁴ SurveyCircle.com is a website where people can voluntarily support research or post online surveys and experiments (SurveyCircle 2019)

segment was not age-determined, which enabled a total response rate of 85 completions and 11 partial completions.

Collecting respondents to complete an online questionnaire raises the question of whether other segments than the one requested could potentially have answered the questionnaire. Bryman points to the fact that Web surveys are used to study larger groups of people and that it is therefore difficult to completely avoid unwanted participants, since one will never know who actually completed the questionnaire (Bryman 2012, 671). However, it is difficult to gather enough willing respondents in the first place, hence most people outside of the desired segment will refrain from completing it. The survey was shared in the respective Facebook groups and LinkedIn groups: “Dissertation Survey Exchange” (Facebook), “Dissertation Survey Exchange - Share Your Research Study, Find Participants” (Facebook), “Environment & Sustainability Network” (LinkedIn) and “Survey Exchange – Find participants for research studies (for dissertation, thesis, market research)” (LinkedIn).

Open and closed questions

Due to the mixed methods approach, the questionnaire encompasses both open and closed questions in order to be able to get supplementary answers and get a more detailed description hereof. There is a lot of advantages and disadvantages by including both open and closed questions, hence the decision for choosing both will be clarified briefly. The open questions gave the respondents the opportunity to answer in their own terms, where unusual responses are likely to occur. When carrying out a research with the overall aim to uncover which factors have an influence on the respondents’ attitudes, it was deemed important for the respondents to be able to express their opinion, since it enabled the exploration of potential negative, positive or neutral positions to the subject of interest (Bryman 2012, 247). However, including open questions are time-consuming for the respondents and some respondents might skip some questions or even end up quitting before they complete it, as it was apparent with 11 respondents in my survey (Appendix 1). It is also evident in the questionnaire that people were more willing to express their opinions in the beginning of the questionnaire. Hence, some of the last questions that ask the respondents to elaborate were not filled out (i.e. question 16 - Appendix 1). The addition of closed questions eases the

process for the respondents and they might be more willing to tick answers off instead of elaborating them, which in this case, was evident. The open questions enabled the possibility of retrieving the meaning of the respondents, whereas the closed questions enabled respondents' attitudes in the form of fixed choices they could tick off (2012, 620). Thus, the foundation for choosing to incorporate both open and closed questions was that the combination of the two was regarded as valuable for this thesis.

Structure of Questionnaire

The questionnaire consists of 17 questions in total (Appendix 1). It consists of both open and closed questions, where some questions opened up for further elaboration and the possibility to tick in multiple choices. The questions were structured and composed on the foundation of the theories applied for the analysis in order to be able to reach a comparability level of the data and the theories applied. An overview of the main purpose of the different questions will be included in order for the reader to get an understanding hereof. The overview is as follows:

Questions	Main purpose
1-4	Demography
5-6	Behaviour patterns toward meat
7-10	Familiarity with plant based meat products Behaviour patterns toward plant based meat
11-14	Resource implications on behaviour towards plant based meat Beliefs about environmental impact
15	The role of social pressure
16	Impacts on self-image
17	The role of past behaviour patterns

Question 1-4 regard demographics of the respondents. Information regarding demography was deemed valuable and will enable a connection of the answers and the possibility to uncover tendencies within the respective demographic segments. Additionally, question 5-6 cover different aspects of the theories that will structure the analysis. The open questions, as well as the questions where the respondents are asked to elaborate, will be put into a coding schema to enable an identification of different themes in the respondents' answers. The following section will provide a brief overview of the quantitative data derived from the closed questions. Subsequently, an explanation will be provided of how the qualitative data derived from the open questions was analysed by coding meaningful units, identifying themes and lastly how these themes were put into a thematic schema.

Quantitative data

In order to utilise the quantitative data throughout the analysis, the data was put into statistic charts showing the percentage of responses to each answer, as well as the quantity of respondents that answered every question (Appendix 1). The following will clarify the quantitative data briefly in order for the reader to be more familiar with the data when used in analysis.

The questionnaire has a total of 96 respondents of which 11 were only partially completed. Thus, it is important to keep in mind that the quantity of respondents to every question will vary, as 11 of the respondents did not answer some of the questions. The questionnaire encompasses 13 closed questions, whereas some of them open up for further elaboration, but these will not be considered in this paragraph. Question 1 ("What is your age?"), question 2 ("What is your gender?") and question 4 ("What is your annual income?") provide specific insights into the British segment of investigation (Appendix 1). 53 percent of the British respondents are 18-35 years old, whereas 47 percent of the respondents are in the age groups of 36-55 and 56-75. The majority of the British respondents are in the younger part of the age scale, hence the findings of this thesis will arguable be most representative for the younger segment (18-35). Question 2 reveals that 60 percent of the respondents are female, and the remaining 40 percent are male, thus the female gender is slightly more

represented. The question regarding the respondents' annual income reveals the respondents' disposable income.

Question 5 (How many times do you eat meat in a week?) and question 6 (Do you feel a moral obligation to cut down on meat?) were included to get information about the respondents' consumption of meat and whether they ascribe any moral concerns regarding this consumption (Appendix 1). 85 percent of the respondents eat meat regularly and 58 percent of them feel a moral obligation to cut down on this consumption.

Question 8 (Would you consider buying plant based meat products?) and question 9 (Why do you purchase plant based meat?) are concerned with the respondents' choice of purchasing plant based meat (Appendix 1). 70 percent of the respondents answered that they would consider buying plant based meat, thus 30 percent of the respondents are determined that they would not consider buying plant based meat. 51 percent ascribe their reasons for wanting to purchase plant based meat that it is due to a desire to cut down on meat for environmental reasons. However, 48 percent answered that they do not purchase plant based meat at the moment, thus indicating that a great deal is still interested in purchasing plant based meat.

Question 11 (Would you buy plant based meat if the products were more expensive compared to conventional meat products?) and question 12 (Would you consider it more desirable to buy plant based meat if you could save a lot of money compared to conventional meat products?) were included in order to investigate whether or not price of the product is important for the respondents (Appendix 1). It revealed that 43 percent would still consider purchase of plant based meat despite the product being more expensive than conventional meat and 57 percent would prefer cheaper products. Question 12 revealed that the respondents were more positive when they could save a lot of money buying plant based meat instead of conventional meat, since the response rate increased from 43 percent on question 11 to 64 percent on question 12.

Question 13 (Do you believe you can make a difference for the environment by purchasing more plant based meat instead of conventional meat?) and question 14 (When you

shop groceries, do you think about what environmental impact the products you buy might cause?) were included to get information about the respondents' consciousness about the correlation between the products they purchase and more specifically in relation to plant based meat (Appendix 1). 89 percent of the respondents regard themselves as environmentally conscious or have a desire to be more conscious about improving their purchasing habits.

Question 16 (Imagine that you were about to purchase plant based meat in your local store. Does it matter for your self-representation (image) if anyone in public saw you purchase such products?) was included to discover whether purchasing plant based meat had an influence on the respondents' image. An immense response rate on 93 percent answered no, whereas the remaining 7 percent answered yes.

Question 17 (Imagine that you had been eating meat your entire life, and wanted to change your dietary habits and purchase more plant based meat. What would the main reason for this change in your dietary habits be?) was a multiple choice question that revealed the respondents' main reasons for choosing to consume plant based meat over conventional meat. 66 percent of the respondents would undergo such a change due to health and environmental benefits, whereas 35 percent chose animal right, 12 percent chose taste and 9 percent chose another reason than the possible answers.

Qualitative data

Coding and Thematic Analysis

In order to analyse the qualitative data, meaningful codes were found and a thematic analysis were conducted. Firstly, the open questions were coded, which means that the data was reviewed and broken down into meaningful components. These meaningful components were broken into different parts that were regarded as having significant meaning, hence it provided the analysis with relevant and insightful knowledge. According to Bryman "codes ... serve as shorthand devices to label, separate, compile, and organize data" (Bryman, 2014,

568). Thus, coding is regarded as an important part prior to the interpretation and analysis of the data.

The process of coding in this thesis was to read through the data, and reread it, hence to pull as many interesting, important and significant codes and meanings from the data. Furthermore, this process helped clarify the relevance of each of the respondents' answers for the purpose of discarding unnecessary and redundant material before carrying out the analysis. I.e. answers such as “.” were not considered to carry much meaning. This ongoing process ensured that as many codes as possible were identified, and it helped me to interpret and theorise in relation to my data. As the codes were identified, recurring or repeated themes emerged, which were put into a schedule. The different columns in the thematic schema represent the themes that were identified as emerging from the codes. This process was repeated until themes from every question were identified and thematic schemas for every question were conducted (Appendix 2-8). The different themes emerging from the open questions were gathered in Appendix 9, which serves as an overview of all the identified themes - see below (Appendix 9). Ultimately, by determining the most dominant themes emerging from the respondents' answers, it was able to put these themes in relation to the theories applied in analysis, and hence analyse the data. In order to uncover the respondents' attitudes towards plant based meat, a qualitative consideration of the respondents' answers to question 7 (What do you think about plant based meat products?) were included and these were divided into either positive, negative or neutral attitudes (Appendix 4). This approach was slightly different than uncovering codes and themes in the answers to the other questions and therefore this was put into a separate schema, which will be featured below.

Overview of themes derived from all questions - Appendix 9

Theme number	Theme	Abbreviation
Theme 1	Climate change	CLI
Theme 2	Guilt	GUI
Theme 3	Local awareness	LOC
Theme 4	Justification	JUS

Theme 5	Animal welfare	ANI
Theme 6	Health	HEA
Theme 7	‘Fake meat’	FAK
Theme 8	Knowledge	KNO
Theme 9	Cost	COS
Theme 10	Encouragement	ENC
Theme 11	Convenience	CON
Theme 12	Scepticism	SCE
Theme 13	Political	POL
Theme 14	Collective	COL
Theme 15	Production	PRO
Theme 16	Judgement	JUD
Theme 17	Masculinity	MAS
Theme 18	Reputation	REP
Theme 19	Taste	TAS

(Appendix 9)

Chart 1 - Appendix 4

	Positive	Negative	Positive/negative	Neutral
Out of 89	29	22	27	11

(Appendix 4)

Structure of Analysis

The following section will clarify the structure of the analysis, and how the theories were applied to the data through the different parts of analysis.

Application of Theories

The theoretical framework that was utilised in order to investigate the subject of interest for this thesis consists of three different theories, namely "The Theory of Planned Behavior" by Icek Ajzen (Ajzen 1991), "A Theory of Human Motivation" by Abraham Maslow (Maslow 1943) and lastly "The Norm Activation Theory" by Shalom H. Schwartz (Schwartz 1977). Therefore, the analysis section will be divided into three different sections, taking one theory at a time and employing it to the empirical data. It was deemed necessary to structure the analysis this way, since it should result in an enhancement of the reader's comprehensibility. Additionally, the entire analysis section were connected in a brief summative section concluding with a few remarks on the usability of the three theories and potential advantages and disadvantages.

Firstly, "The Theory of Planned Behavior" is introduced (Ajzen 1991). This part of analysis seeks to answer research question 1 and research question 2 in order to investigate what characterises British consumers' attitudes toward plant based meat and how British consumers' attitudes affect their motivation in relation to purchasing plant based meat. It will be structured according to the model suggested in the theory section. Hence, the analysis is divided into three parts, namely Behavioral Beliefs and Attitudes, Normative Beliefs and Subjective Norms and lastly Control Beliefs and Perceived Behavioral Control. The data from the questionnaire is connected to the different parts of the model as they were found relevant, which causes that some sections might be more extensive than others.

Secondly, "A Theory of Human Motivation" is introduced (Maslow 1943). This second part of the analysis will seek to provide an answer to the overall problem statement, namely what motivates British consumers to purchase plant based meat. This theory serves as

a classification system that constitutes a hierarchy of needs that can be used to study the motivational factors that drives people to engage in specific behaviours. It was deemed necessary to eliminate two out of five needs. The Physiological Need were not incorporated in analysis, since this need embodies people's strive for food, sleep and shelter i.e. These needs are already fulfilled in today's society, and therefore this step in the theory was eliminated. Nor was the self-actualization needs-step incorporated in analysis, since none of the data could be employed to this step. To incorporate this step in analysis, it would require a different subject of interest for the thesis, and therefore this step was eliminated in the analysis.

The third part of analysis employs "The Norm Activation Theory" (Schwartz 1977). This part of the analysis seeks to provide an answer to the third research question, namely how knowledge about the environmental impacts of meat consumption affect the British consumers' purchase of plant based meat. This analysis was structured according to the norm activation model, and the analysis was therefore divided into two sections. The first section investigated the respondents' awareness of consequences of meat consumption and plant based meat consumption, and connected the empirical data as it was found relevant. On the basis of the respondents' awareness, some personal norms were discovered. The second section looked into responsibility denial and the perceived outcome of the behaviour in order to be able to conclude whether or not the respondents were likely to act according to their personal norms attached to the behaviour.

Lastly, the findings from the three parts of the analysis were gathered in a short section that provides a few summative remarks on the usability of the different theories in order to be able to evaluate how each theory was helpful in the attempt to answer the research questions.

Analysis

The following analysis will be divided into three sections that will seek to answer the three research questions that this thesis sets out to investigate, and they are as follows:

Research question 1	<i>What characterises British consumers' attitudes towards plant based meat?</i>
Research question 2	<i>In what way does British consumers' attitudes affect their motivation in relation to purchasing plant based meat?</i>
Research question 3	<i>How does the knowledge about the environmental impacts of meat consumption affect British consumers' purchase of plant based meat?</i>

The first part will be structured according to “The Theory of Planned Behaviour” in an attempt to provide an answer to the two first research questions, namely what characterises British consumers’ view on plant based meat and how this view affects their motivation in relation to purchasing plant based meat (Ajzen 1991). The second part will employ “A Theory of Human Motivation” and look into the proposed 5 different human needs and see which motivational factors might drive the British respondents to purchase plant based meat (Maslow 1943). The third part will be structured according to “The Norm Activation Theory” in order to answer the third research question, namely how knowledge about environmental impacts of meat consumption affects the British respondents’ purchase of plant based meat (Schwartz 1977). Lastly, the theories advantages and disadvantages will be evaluated and compared to one another.

Theory of Planned Behavior

In order to provide an answer to research question 1 and 2, and uncover the attitudes and thereby the intentions of the respondents' behaviour toward consumption and purchase of plant based meat, it is important to investigate the correlation between three determinants, namely behavioral beliefs and attitudes, normative beliefs and subjective norms, and lastly, control beliefs and perceived behavioral control (Ajzen 1991). Thus, the first part of the analysis utilising "The Theory of Planned Behavior" will be structured according to these different determinants.

Behavioral Beliefs and Attitudes

The development of attitudes is believed to stem from the beliefs that people hold of the object. Therefore, the first part of analysis will focus on eliciting those beliefs towards plant based meat that have become salient through the establishment of themes to question 7 and question 10. These two questions set out to investigate the British respondents' attitudes and their reasons to purchase plant based meat, which means that such questions are helpful in order to uncover what characterises the British consumers' view on plant based meat (Appendices 4-5). When the respondents were asked about their opinion about plant based meat, four different themes emerged from their answers, which were "Fake meat" (FAK), "Knowledge" (KNO), "Cost" (COS) and "Encouragement" (ENC) (Appendix 4).

The theme that was found most dominant was 'Fake meat'. A great part of the respondents associate plant based meat with fake meat, thus indicating that some of the respondents regard it as a fake product. One of the main points that recurred in the respondents' answers can be summed up in one of the respondents' answers stating that "I don't like eating something that is fake meat... don't make them look like something they are not" (Appendix 4). Calling it 'fake meat' disclose feelings of frustration and irritation towards the product as the word "fake" is negatively loaded. Hence, using such a term about the product, the respondents that share this position somehow conclude that the product is not real and better alternatives are preferred. Furthermore, the respondent emphasises the

appearance of the product, saying that producers of plant based meat should not “make them look like something they are not” (Appendix 4). This statement indicates that the appearance is important when forming an attitude towards plant based meat. Therefore, when appearance plays such an important factor for some of the respondents, the respondents calling plant based meat for ‘fake meat’ might not have the most positive attitude towards the product. To support this claim, another statement from the respondents were found relevant to include. When one of the respondents talked about the reasons for not purchasing plant based meat but falafel, it was mentioned that it could be “psychological as it’s not marketed as a meat substitute” (Appendix 4). The idea that plant based meat pretends to be meat or is marketed as such, clearly induces an opposition towards the product for some of the respondents. Moreover, this opposition towards the product could arguably be a result of a feeling of being tricked. Using the word ‘meat’ in a plant based product could for some consumers be regarded as a way to trick them into buying the product as it sets out to be something consumers can use as a substitute for meat. Hence, the consumers more or less draw involuntary comparisons to meat, and when such expectations to a product are not met, it will affect the consumers’ attitude towards the product in a negative way.

Another theme that emerged was “Encouragement”, which covers some of the respondents’ ideas of what plant based meat aims to do, namely to encourage meat eaters to replace some of their meals with plant based meat and thereby cut down on their meat consumption (Appendix 4). 67 percent of the respondents stated that they believed they could make a difference for the environment by purchasing more plant based meat than conventional meat (Question 13, Appendix 1). It indicates that the attributes associated with consumption of plant based meat, namely the positive effect on the environment due to a decrease in meat consumption, are regarded as positive. Hence, this will have an effect on the respondents’ attitude formation toward plant based meat, which consequently will evolve in a more positive manner. Moreover, one respondent regarded it as a way to encourage people to become vegetarians by stating “I think plant based meat products encourage new vegetarians to make the change” (Appendix 4). Thus, the answers that has formed the theme “Encouragement” (ENC) embody two different positions. Firstly, that the product is targeted at meat eaters as a way to get them to cut down on meat. Secondly, that the product is targeted to people who would like to discontinue eating meat and become vegetarian. Both

positions embedded in the theme ENC are positive towards the product. Despite the positive attributes associated with plant based meat in specific regards to the theme ENC, it does not disclose any personal behavioral beliefs about the product, as this theme is concerned with what the respondents believe the product can do for others. Thus, it does not reveal the respondents' own preferences towards the product.

“Cost” (COS) and “knowledge” (KNO) were both identified as repeated codes a couple of times, and therefore established as themes that reveal some of the respondents' behavioral beliefs about plant based meat and thus their attitude towards the product. A few respondents associate cost as an important attribute linked to plant based meat. The theme COS reveals that there was consensus about the price of the product being too high. The respondents stated that “... the only issue was the price...”, “... it's a shame they are often the same price, if not more expensive than meat...” and that they were “eager for them [plant based meat products] to become more popular [and] affordable...” (Appendix 4). Arguably, this theme shows that the respondents regard plant based meat products as too expensive. The high cost of plant based meat becomes a behavioral beliefs that potentially could restrain some of the respondents from wanting to purchase the product, which consequently will affect these respondents' attitudes towards the product in a negative way. Moreover, when describing the price of the product as being an issue, it clearly becomes evident that cost is regarded as a negative attribute associated with plant based meat, which in turn also will affect their attitudes.

Additionally, “Knowledge” (KNO) was also identified as a theme, since some of the respondents highlights the issue of lacking information or knowledge about plant based meat. Some of the respondents stated that “... there is often little information on the healthiness... or how they are produced... I am in favour, but would like more information.” and that it “... sometimes feel like I'm eating processed food, though I'm still not sure if they are or not” (Appendix 4). These statements indicate that a lack of knowledge about the products is negatively perceived by the respondents, and providing the consumers with more information about the product might induce that more people will form a positive attitude towards the product. Consequently, more knowledge about the product could also entail that more consumers would form a negative attitude, if the information was not regarded as positive.

Thus, knowledge about the product is a vital attribute that will affect the consumers' behavioral beliefs and attitude formation in regards to plant based meat.

Four themes were derived from responses to question 10, which were "Convenience", "Health", "Climate change" and "Scepticism" (Appendix 5). Like the responses to question 7, the responses to question 10 also establish a foundation for investigating the British respondents' behavioral beliefs and attitude formation towards plant based meat. The most dominant themes were "convenience" (CON) and climate change (CLI). The theme CON reveals that plant based meat is associated with 'convenience', as some of the respondents state that they purchase plant based meat "mainly as they can make part of an easy meal", "It [...] is quick and easy to make" and believe that it is "a great idea for variety and ease" (Appendix 5). The respondents regard the outcome for purchasing plant based meat as positive, since it contributes to easing their everyday life. Thereby, the respondents arguably have positive beliefs about carrying out the behaviour of purchase and consumption of plant based meat, which will affect their attitude towards the object.

Additionally, the theme CLI revealed that some of the respondents believe that the behaviour of purchasing plant based meat will ease the negative impact on the environment. Thus, for a lot of the British respondents, the premise for purchasing plant based meat is that they believe that it is better for the environment (Question 6, 9, 13, 17, Appendix 1). The respondents ascribe plant based meat as a product with a positive impact on the environment, and by linking the product to this positive impact, the respondents thereby acquire a positive attitude towards the behaviour and the product itself. However, the positive outcome of the behaviour does not have an immediate and salient outcome as one person's purchase of plant based meat is not directly measurable. For some consumers, this could arguably have an effect on their positive attitude in the long run, since the strength of their behavioral beliefs could diminish in time. Consumers often link a behaviour with a specific outcome, and if they perform the behaviour solely due to the outcome of the positive impact on the environment, the consumers would arguably, at some point in time, need to see results of their behaviour of purchasing plant based meat. In general, it could be regarded as difficult to maintain consumers' willingness to buy products that are sold with the purpose of 'improving the environment', since the outcome of such a behaviour is not immediate or salient.

Therefore, if the consumers were provided with a lot more information about the positive impact on the environment, it could possibly strengthen their beliefs about the behaviour. Facts and actual numbers on the benefits that plant based meat products cause could potentially ensure that the consumers' positive attitudes toward such products were kept intact despite not seeing the immediate results of their actions.

“Health” (HEA) and “Scepticism” (SCE) also emerged as themes to question ten. The theme HEA illustrates that some of the respondents ascribe healthiness to plant based meat, as they note that they would buy them “... for health reasons” and believe that it is “healthier” (Appendix 5). These personal advantages that the respondents ascribe to consumption of plant based meat will inevitably enhance their positive evaluation of the product. Since they believe that the behaviour of consuming plant based meat will result in increased health, this evaluation would arguably be positive, which in turn will affect their attitude toward the product.

On the contrary, the theme SCE illustrates another view. The scepticism noted in the theme FAK (Appendix 4) also appears in this theme, as some of the respondents note that “it’s stupid to call it something it’s not” and express that there “is nothing called plant based meat - meat is meat, plant based products are something very different” (Appendix 5). It can be argued that the frustration and irritation about the product is noticeable in this theme as well, which causes some of the respondents to be sceptical toward the product and thereby acquire a negative attitude. These respondents relate to how the product is marketed as “meat” although it has nothing to do with conventional meat, and this is what causes the negative view on the product. Perhaps, if the product had been marketed differently with less emphasis on it being a meat substitution, it could arguably cause these specific consumers' view to be affected in a more positive way. However, what some of the respondents regard as positive about plant based meat, other respondents might regard as negative. Thus, it could be argued that it is difficult to market a product with a 100 percent satisfaction rate among consumers.

All of the abovementioned themes show the British consumers' view or attitude towards plant based meat. All of the responses to question seven were gathered, counted and

divided into positive, negative, positive/negative and neutral attitudes in order to provide a more comprehensive overview (Chart 1 - Appendix 4). The dispersion of numbers to every category clearly show diverse attitudes among the British respondents. With a total of 29, the respondents with a positive attitude toward plant based meat serve as the majority. These are followed by 22 respondents with negative attitudes, 27 respondents with positive/negative attitudes and 11 respondents that were neutral (Chart 1, Appendix 4). The themes that were identified and analysed show that the respondents associate different behavioural beliefs about the product, and these beliefs characterise the diversity in the British consumers' attitudes that emerged through analysis of the data. The number of respondents that were assigned a positive, negative and positive/negative attitude did not show a significant variation. It means that the consumers are more or less equally divided between having a positive or negative attitude to plant based meat, but they ascribe different attributes to the product and the behaviour of consuming plant based meat.

Normative Beliefs and Subjective Norms

Normative beliefs and the subjective norms held by the respondents are furthermore argued to influence their attitudes and thereby their intention to purchase plant based meat. The beliefs held by important others can appear as a form of indirect social pressure, which in turn will have an impact on whether or not the individual will perform the behaviour. Therefore, this section will look into how the British respondents are influenced by such variables.

In question 15, the respondents were asked if they would be more willing to purchase plant based meat after a close friend recommended the product (Appendix 1). 67 percent answered that they would be more willing to purchase the product, which indicate that important others do have an impact on the British respondents' attitudes towards plant based meat. Moreover, when the respondents were asked about whether it mattered to them if anyone in public saw them purchase plant based meat, 93 percent answered that it did not matter to them (Appendix 7). Hence, the opinion of people who are closely related to the British respondents arguably matters more than the opinion held by other people. This arguably indicates that people who are not familiar to the respondents does not have the same

power to affect the respondents' attitudes. However, 33 percent answered that their close friend could not influence their decision or attitude toward plant based meat and their willingness to purchase the product (question 15 - Appendix 1). This indicates that it is not self-evident that these consumers are affected by close friends, as the theory suggests. The answers represent the respondents' beliefs about whether they are directly influenced by their friends to purchase plant based meat, but it does not illustrate whether the respondents could be indirectly influenced by the beliefs held by their friends. In general, one can argue that people are affected by their surroundings and form attitudes towards different objects based on the influence that these surroundings have on the individual. Such surroundings could in this instance be friends, commercials, the state, coworkers i.e. Thus, we could arguably be affected by a social normative pressure although we do not recognise it as a direct influence.

The themes that emerged to question 16 further illustrate this claim, and perhaps especially the theme "Reputation" (Appendix 7). Some of the respondents answered that it mattered to them that people saw them purchase plant based meat, since it would be a good thing for their reputation and that they would like to be associated with being a person that thinks about the environment (Appendix 7). Evidently, these respondents care about the opinion of others and their answers suggest that they believe they should behave in a certain way to be regarded in a positive way in public. Thereby, these respondents are governed by a set of normative beliefs that being associated with buying environmentally friendly products is regarded as positive in society and thus will improve their image.

Under the theme "Judgement", a respondent stated that they would judge people who bought meat negatively, which further underlines that people do evaluate others in a shopping mall. Thus, some consumers evaluate other's purchase decisions while shopping, and it points to the fact that consumers who buy meat are regarded in a slightly more negative way than consumers who buy plant based meat. Thus, some of the respondents will inevitably be affected by what they believe is more socially acceptable, which in turn will have an influence on what attitude they form of plant based meat, and thus what intention they have to purchase such products.

On the contrary, one of the respondents said that “as a man, I feel pressure not to be overly concerned with making healthy food choices, and that to be ‘manly’ I should be eating meaty...” (Appendix 7). This statement clearly shows a form of social pressure, and indicates that this respondent has a set of normative beliefs about plant based meat and in order to comply with these beliefs, the respondent thereby feels that he needs to behave in a specific way. As he believes being associated with being a person who eats plant based meat will decrease his masculinity, he arguably is influenced by an idea that people will think he is less of a man if he does not eat meat. Thus, plant based meat becomes a product that, according to this respondent, robs him of his masculinity. This statement is very honest and interesting, and could arguably represent a larger part of the male segment as meat is associated with the primitive hunting man and for many people still is regarded as a necessity in one’s diet. However, it is important to note that only 7 percent answered that it would have an influence on their image if anyone in public saw them purchase plant based meat.

To further back up the claim that consumers can be affected by a social normative pressure without directly recognising it, when asked why they purchase the product, 51 percent of the respondents said that plant based meat is better for the environment since it reduces meat production (Question 9 - Appendix 1). It could therefore be argued that there is a social normative pressure to behave in such a manner that it does not affect the environment negatively. This could i.e. be by decreasing one’s meat consumption, which inevitable will affect the British respondents’ subjective norms to carry out the behaviour of purchasing plant based meat as this product is believed to be better for the environment and serves as a substitute for meat.

Control Beliefs and Perceived Behavioral Control

Control beliefs deal with the knowledge and resources available, which in turn can determine whether consumers intend to perform a behaviour. Control beliefs are influenced by an individual’s past experience of carrying out the behaviour, but the experience of friends and family can also affect these beliefs. Thus, this section will look into how knowledge and resources affect the respondents’ attitudes in terms of plant based meat and thereby also their intention to perform the behaviour of purchasing the product.

When looking at control beliefs, an interesting measure to look into was money and how such a resource influence the respondents' attitudes of plant based meat, and their willingness to engage in a purchase. The questionnaire revealed that 18 out of 96 of the British respondents stated their occupation as students, which was the greatest total amount of respondents belonging to one occupational group (Appendix 2). Moreover, 53 percent of the respondents were in the age group of 18-35 (Question 1 - Appendix 1). The majority of the British respondents therefore belongs to a younger segment, where some are still under education, which indicates that these respondents do not receive a fully-qualified worker's paycheck. However, looking at the respondents annual income there is a great division of how much the respondents earn (Question 4 - Appendix 1). 32 percent of the respondents earn approximately £20,000 or less, 50 percent earn £20,000 - £40,000, and the remaining 18 percent earn over £40,000. Despite the great distribution of annual income among the British respondents, it reveals that 32 percent do not have a significant disposable income. This correlates well with the theme "Cost" (COS) that derived from Question 7 (Appendix 4). Some of the respondents expressed that the price of plant based meat was an issue for them and that they were "eager for them to become more popular [and] affordable" (Appendix 4). Thereby, it is evident that some of the respondents are frustrated by the price of the product, which could be argued to be a negative control belief. If these respondents regard plant based meat as a product that is too expensive, the price of the product will thus serve as an unavoidable obstacle that will form their attitude of the product, and hence also determine whether or not they want to purchase such a product. Moreover, one respondent notes that "... it's a shame that they are often the same price, if not more expensive than meat, as that reduces incentives for people to change their diet", thus indicating that a lower price potentially would make people change their diet from eating meat to plant based meat (Appendix 4). This argument is perhaps far out and difficult to foretell, but the statement again reveals the negative position toward the price as being an obstacle that refrain people from purchasing plant based meat. Additionally, 57 percent of the respondents would prefer to buy cheaper products rather than plant based meat, but when they were told that they could save money on purchasing plant based meat, 55 percent said that they would rather purchase plant based meat (Question 11 and 12 - Appendix 1). Thus, these answers reveal that the British respondents do care about the price of the product and that the economic resources

available are a controlling factor in terms of deciding to purchase plant based meat or not. If the respondents had the necessary resources available, money would not be regarded as a resource that restrained the respondents from purchasing plant based meat, and thereby there would be one less obstacle linked to performing the behaviour. However, in general it must be noted that the British respondents do regard plant based meat as an expensive product.

Additionally, it is argued that if a consumer successfully has carried out a behaviour or purchase of some sort, this behaviour will induce confidence in the consumer, and the consumer will most likely be willing to engage in such a purchase again. This could i.e. be the case for the respondents who's answers paved the way for establishing the theme "convenience" (CON). The CON theme reveals that some of the respondents regard plant based meat as a convenient product that "is quick and easy to make" and "can make part of an easy meal" (Appendix 5). These experiences with plant based meat are regarded as positive and as the respondents regard the product as easy and convenient to use, a decrease in the perceived difficulty linked to cooking with plant based meat will result in that the consumer feel more in control of the behaviour. Hence, the perceived control will be enhanced and they will most likely purchase plant based meat again. On the contrary, if a consumer has not purchased plant based meat before and has no actual knowledge about how to use the product or incorporate it in a meal, the consumer could arguably be more hesitant to engage in such a purchase, which i.e. could be why many of the British respondents do not purchase plant based meat. It is a fairly new product on the market, which increases consumers' ignorance about the product and this will potentially have an effect on their choices in regards to plant based meat. Some of the respondents actually stated that they believe there are too little information available about the product, both on the market, but also on the product packages. The respondents' concerns are about the healthiness of the product, how the product is produced and whether they are stacked with artificial ingredients (Appendix 4). Such concerns indicate that some of the respondents are not fully comfortable by purchasing plant based meat yet and this is due to the lack of information. The more knowledge the respondents possess of the product, the greater would their perceived control over the purchase and consumption of plant based meat be. However, their perceived control could induce two different scenario: it could mean that they would not like the information about the product and consequently form a negative attitude towards the product and choose

not to buy it. On the contrary, it could also entail that more consumers would choose to buy the product.

To sum up, the analysis showed that there are a smaller majority of the British respondents who have a positive attitude to plant based meat with a total of 29 respondents, whereas 22 respondents have a negative attitude. The remaining respondents are positive/negative (27) and neutral (11). Some of the negative characteristics that is associated with plant based meat are cost, knowledge and a general scepticism to the product, since it is marketed as being 'meat', and some of the positive characteristics that is associated with plant based meat are health, convenience, encouragement and having a positive impact on climate change. All of these characteristics that influence the British respondents' attitudes will in turn also affect their motivation for purchasing plant based meat.

A Theory of Human Motivation

The theory of human motivation is from 1943, and some of the stages therefore might not be as comparable to today's society as the British respondents arguably may have many of the stages fulfilled. Nevertheless, this part of analysis will utilise the theory to look into the proposed 5 different human needs and examine which motivational factors might drive the British respondents to purchase plant based meat. Thus, this part of the analysis will be structured according to the needs in the theory that were found relevant, namely The Safety Needs, The Love Needs, and lastly The Esteem Needs (Maslow, 1943).

The Safety Needs

According to the theory of human motivation, an individual is regarded as a safety-seeking mechanism (Maslow, 1943, 6). Maslow originally talks about safety in terms of having a job with tenure, and living in a stable society with laws and regulations. However, the British respondents can be regarded as a fortunate group of people, who have jobs and live in a stable society. Basically, the respondents have the opportunity to, more or less, fulfil all of the needs stated in the theory of human motivation. Both when looking at the respondents occupation and their disposable income, it becomes clear that the British respondents have the standard safety needs fulfilled, as suggested in the theory (Appendix 1). The respondents annual

income is in general not in the high scale, which could be due to that 53 percent are between 18-35 years and that many of the respondents are still studying (Question 1 and 4 - Appendix 1). Furthermore, Appendix 2 reveals that the majority of the respondents have jobs, and are therefore ensured a paycheck to pay for a place to live and food to eat. Having all of these basic safety need fulfilled could potentially open up for other types of threats to their safety. One could i.e. argue that climate change could be regarded as a threat. A lot of the respondents link meat consumption to the negative consequences of climate change, and arguably sees it as a threat not only to the earth, but also the new generations to come. The theme “Climate change” (CLI) is one of the most dominant themes that emerged in the data collection, which indicates that the respondents are highly concerned about the issue and link this particular issue to meat consumption and plant based meat consumption (Appendix 3 and 5). One can look at common preferences in order to perceive and understand what people believe is important in order for them to feel safe. Arguably, when the climate change theme was one of the most dominant themes, it indicates that climate change is a common fear among the British respondents, and regarded as a threat to everybody’s safety. A common fear arguably entails that they have a common preference or motivation to eliminate this fear, which would mean that one needs to act according to what is good for the environment. Thus, if the respondents truly believe that plant based meat is good for the environment, like the taste and has no further objections to the product, the respondents would be motivated to enhance and secure their own safety needs, and acquire a more environmentally friendly behaviour, which could be by purchasing plant based meat or cutting down on their meat intake.

In Appendix 8, one respondent states that “I’m at the end of the age scale... focus on the youth of today”, which sums up one of the, perhaps, most important factors within this subject of interest (Appendix 8). When talking about the safety needs, an important factor to include is the age aspect. Climate change is a problem for the future generations, and the elder segment of the British respondents therefore might not be as educated about the negative impact of meat consumption, nor would they be as educated about the positive effect of plant based meat as the younger segment. However, it is not only the education about meat consumption and plant based meat consumption that poses a problem, it is the fact that the elder generations might not be as motivated to change their dietary habits. The elder

generations have less years left on this planet, and since the effect of climate change mainly will affect future generations to come, it does not pose a direct threat to their personal safety in this lifetime.

The Love Needs

People will arguably strive to have meaningful relationships with other people to minimise feelings of being alone. An interesting notion revealed by the data collection was that 67 percent of the British respondents would be more willing to purchase plant based meat if a friend recommended the product (Question 15 - Appendix 1). This entails that the majority of the respondents value their close relationships. Humans have a desire to feel like they belong, and according to this particular stage in the theory, they would be motivated to obtain and maintain such relationships in order to minimise their own feeling of being alone. Based on this motivational factor that human have to acquire such relationships, they might be more willing to take advice from their close friends. Furthermore, since humans treasure close relationships, they might be willing to engage in behaviours that they would not normally engage in, i.e. such as purchasing plant based meat. Moreover, when a person is negative toward a suggestion from a friend, it might place the person in an unfavourable position in the friendship, which arguably is not preferred. Thus, according to the data that revealed that 67 would be more willing to purchase plant based meat after a friend recommended it, close relationships do have a special motivational factor that potentially can affect consumers decisions to purchase plant based meat.

The Esteem Needs

The esteem needs are divided into two different aspect, namely the need for self-esteem, and the need for esteem from others. When the respondents were asked whether it mattered to their image if anyone in public saw them buy plant based meat, 7 percent said that it mattered to them, and 93 percent said that they did not care about the opinion of others (question 16 - Appendix 1). It is an interesting discovery that such a high percentage of the British respondents do not care about their image in regard to purchasing plant based meat, since this

step of the theory suggests that people seek prestige, appreciation, attention and to be recognised by others in a positive way. Thus, by purchasing plant based meat, which is good for the environment, one could argue that it would have induced self-confidence, worth and a feeling of doing something good for the world and thereby something good for others. However, the statistic shows something completely different, which perhaps can be explained by the individual esteem needs that deal with our independent feelings about ourselves. Despite that prestige and how other regard us is important, it is furthermore important to maintain confidence in the face of the world and have a feeling of independence and freedom. The desire to feel independent and have freedom to take individual consumption choices seem to be of utmost importance to the British respondents due to the 93 percent who do not care about others' opinion.

Additionally, three themes emerged from the respondents' answers to question 16, namely "Judgement" (JUD), "Masculinity" (MAS) and "Reputation" (REP), which reveals how some of the respondents evaluate the actions of others and how they believe others evaluate them (Appendix 7). Despite that these themes are not backed up by a great number of answers from respondents, they were found relevant anyway, since they represent the position of a small part of the total amount of respondents, which were found relevant for this particular question (see Appendix 7). One respondent expressed that she judges people who have meat in their trolley negatively, which formed the theme "judgement" (JUD). This shows that some people do judge other people on the basis of their choices in the supermarket, which entail that this could have an effect on ones' image. One could argue that one person's opinion will not have the greatest impact on another person's self-esteem. However, since the theory suggests that people seek prestige from others, it would arguably have a negative effect on one's self-esteem if such a negative opinion was uttered.

The theme "Masculinity" (MAS) was found interesting, since it showed quite another perspective. The question that was asked focused on what plant based meat would do for one's image, and the respondent answers that "as a man, I feel pressure not to be overly concerned with making healthy food choices, and that to be 'manly' I should be eating meaty" (Appendix 7). This respondent links masculinity with eating meat, and therefore he would regard it as negative if anyone in public saw him buy plant based meat. It is interesting

that a product that is otherwise healthy and good for the environment, would cause such negative feelings for one's self-esteem. Furthermore, it indicates that there are some deeply rooted norms about what food is regarded as masculine and what food is regarded as feminine. Red meat makes up a heavy, protein-rich diet, which have been a central source of food in the primitive hunting man's diet. These ancient patterns are arguably so deeply rooted in both men and women, which could be the reason why we still up until this day attach masculine and feminine traits to foods such as meat and plant based diets. Moreover, we live in a society today where it is trendy to work out to get big muscles, and in this perspective, red meat is also regarded as central for many people as it is a protein-rich food that build up muscles. Both women and men are in on this trend, and it is possible that many people share the view of red meat as being an important protein source to build up muscles. Hence, it is more deeply rooted in the nature of man to associate red meat with masculinity. An interesting notion is that 60 percent of the entire data collection are female respondents, and the remaining 40 percent are male respondents (question 2 - Appendix 1). Thus, if the gender division was more equal it could potentially affect the amount of positive attitudes toward plant based meat. Furthermore, it is possible that there would have been more respondents to share and utter this particular view.

The answers to the theme "reputation" (REP) revealed that some of the respondents do think about the opinion of others, and that it do affect their self-esteem (image). Some respondents state that "it is nice to be associated with being a person that thinks about the environment and our planet", and that "it would be a good thing for my reputation" (Appendix 7). It indicates that it is important for some consumers to be evaluated in a positive way by others, and that it somehow feeds their ego to be associated as a person that cares about the environment. Therefore, if a consumer believes other people will evaluate them positively when purchasing plant based meat this could potentially reinforce the consumers' intention and desire to purchase plant based meat.

To sum up, this part of analysis shows that close relationships can have a motivational factor that potentially can affect consumers' decisions to purchase plant based meat. Furthermore, it showed that some respondents like to be associated with being a person that purchase

environmentally friendly products, as it is believed to improve their image and thus reputation. However, the majority do not care about this aspect.

Norm Activation Theory

The following section will be structured according to “The Norm Activation Theory”, and seek to provide an answer to research question 3, namely how knowledge about environmental impacts of meat consumption affects the British respondents’ purchase of plant based meat.

Awareness of consequences

In order to investigate why people engage in what is determined as pro-environmental behaviour that does not result in a direct benefit for the consumer (Steg and de Groot 2010), the first step in the norm activation framework is to look at the respondents’ awareness of the consequences that the behaviour in question entails. This specific part of analysis will uncover the British respondents’ awareness about the impact of meat consumption and the next section, namely Responsibility Denial, will uncover whether the respondents deny to have a responsibility. This will result in an evaluation of whether and how knowledge about meat consumption affects the British respondents’ purchase of plant based meat.

In general, the majority of the British respondents are arguably an environmentally conscious segment. 56 percent of the respondents think about the environmental impact of the products they purchase in the supermarket (Question 14 - Appendix 1). These respondents are active in their choice of thinking about the consequences, but that does not entail that one act according to this knowledge. 33 percent of the respondents said that they would like to think more about it, which indicates that the choices they are faced with in the supermarkets can be challenging, and arguably most of the time impossible to resist due to habits or preferences (Ibid.). Thus, despite being educated and having a reasonable knowledge about a products bad impact on the environment, some of the respondents might not act according to this knowledge. 12 percent answered that they don’t think about it. The 12 percent of the respondents belong to the core negative part of the British consumers, which arguably is a

surprisingly low percentage. Nevertheless, this question reveals that, in general, the British respondents are conscious and desire to be more environmentally friendly - and conscious consumers.

85 percent of the respondents eat meat once a week to everyday, thus the majority of the British respondents are meat eaters (Question 5 - Appendix 1). However, despite that the majority eats meat, 58 percent of the respondents actually feels a moral obligation to cut down on their meat intake (Question 6 - Appendix). The data reveals that there are several reasons to this, which illuminates to what extent the respondents are aware of the consequences of meat production and consumption. A theme that recurs several times in the data collection is “Climate change” (CLI). The respondents state that “... the environmental impact of meat makes me more considerate of not eating it [meat] as often”, “not eating meat... is one of the few effective choices individuals can make to protect the environment from climate catastrophe” and that they “would like to help the climate” (Appendix 3). The respondents arguably link meat consumption with being one of the big issues when talking about climate change. It is paradoxically that 85 percent of the respondents eat meat regularly, but 58 percent feel a moral obligation to cut down on meat. It is possible that many of the respondents have cut down on their meat intake. However, when comparing how often they do eat meat to the percentage that feel a moral obligation to cut down, it poses a discrepancy between what the respondents feel obligated to do, and what they actually do.

The theme CLI furthermore shows that the respondents are aware of the bad consequences of meat consumption. Additionally, the theme shows one of the positive attributes ascribed to the purchase of plant based meat. When asked why the respondents would purchase plant based meat, the respondents answered that they desired to “care a little bit more about the environment... as we know that meat production is not good for climate change” and that they believe “we need to cut back [on meat] due to environmental impacts” (Appendix 5). Thus, plant based meat are arguably ascribed to some positive attributes in terms of the effect on climate change, which stands in great contrast to meat consumption that the respondents ascribe quite the opposite attributes to.

The answers to question 17 show that the respondents are conscious about some of the positive effects of eating plant based meat instead of conventional meat. Another theme that was heavily represented in the data collection was “health” (HEA) (Appendix 3). When asked what would make the respondents change their dietary habits and consume more plant based meat than conventional meat, 66 percent of the respondents answered that climate change would be the main reason (question 17 - Appendix 1). However, the interesting notion was that 66 percent also chose health benefit to be their main reason. It indicates that 66 percent of the British consumers are concerned with their own individual health, and that such a change in their dietary habits should not only benefit the environment, but also themselves. The behaviour of purchasing plant based meat can arguably not be a completely pro-environmental action or behaviour, as these consumers evidently have different reasons to purchase plant based meat. However, it is interesting that 66 percent of the respondents chose both health benefits and environmental benefits as their main reason for wanting to change their diet. It shows that the respondents believe that consuming too much meat can have consequences for one's health, and that they believe plant based meat is a better and healthier alternative. Furthermore, it shows that they are likely to care just as much about their own health, as they care about buying a product that potentially can play an important role in improving the environment for everybody. Additionally, 35 percent of the respondents chose animal welfare as their reason for switching to plant based meat instead of conventional meat. Some of the respondents state that they are “aware of how loose the law is on the humane treatment of animals” and emphasises how important the animals are for our environment to thrive (Appendix 3 and 8). Thus, climate change, health and animal welfare are the three main reasons that make the respondents feel a moral obligation and thereby these respondents arguably have constructed a set of personal norms that are linked to both the behaviour of consuming meat, but also the behaviour of consuming plant based meat.

Despite that the majority of the respondents list several of beneficial reasons to purchase plant based meat over conventional meat, some respondents are still sceptical about plant based meat, which formed the theme “Scepticism” (SCE) (Appendix 5 and 8). These respondents either think that plant based meat is a stupid idea, they don't like the product or they just don't want to stop eating meat (Appendix 8). As stated in Appendix 4, 22 respondents remain negative or critical towards the product. However, these respondents

could still be fully aware of the consequences of meat consumption and production, but nonetheless chose to ignore it. These respondents arguably have not constructed a set of personal norms that are influenced by a moral obligation to purchase plant based meat (and act according to what is best for the environment). They might be more determined to maintain their position and their right to eat meat without having to think about the consequences.

Hence, the British respondents are to some extent aware of the consequences of meat consumption, and from this awareness of consequences they have constructed some norms that relate to these consequences. It is both in regard to the consequences of meat consumption, but also in regard to eating plant based meat. The following section will look into the “Responsibility Denial” step, and investigate whether the respondents recognise this awareness of consequences and act accordingly to their personal norms.

Responsibility denial

After uncovering the British respondents’ awareness of the consequences, the next step in the Norm Activation model is responsibility denial. Some of the negative responses from the respondents framed the two themes “Fake meat” (FAK) and “Taste” (TAS) (Appendix 4 and 8). The theme FAK is characterised by a negative comparison between conventional meat and plant based meat. The respondents make inevitable comparisons to conventional meat, which have an influence on their idea and evaluation of plant based meat. In this respect, plant based meat is more negatively evaluated, since it does not live up to the idea that many of the respondents have of conventional meat, which result in that the respondents criticises the product. The personal norms of these respondents would most likely be influenced by this frustration about plant based meat “trying” to look like conventional meat, that the positive effect that the product might have on i.e. climate change, may not be that important to them.

Additionally, the theme TAS derived from the answers to question 17, which reveals that the taste of plant based meat is an issue for some of the respondents. Some of the respondents state that they don’t like the taste of the product, and that they think plant based meat taste noticeable worse than conventional meat (Appendix 8). As a result, some

respondents have a negative attitude toward the product due to the taste, and if they were to choose plant based meat over conventional meat, it would mean that the respondents would compromise on the taste. Therefore, it becomes a question of doing something good for the environment, or buying a product that actually taste good. It is highly probable that most consumers would not chose to buy a product that they don't like, and therefore, taste would arguably be a crucial factor. Hence, despite that the respondents have answered that they do not like the taste of plant based meat and they might still agree on the beneficial factors such as climate change, they would most likely deny a responsibility for consequences and chose not to purchase the product.

An interesting notion is that 67 percent of the respondents believe that they can make a difference for the environment by purchasing more plant based meat then conventional meat (Question 13 - Appendix 1). Moreover, 33 percent of the respondents are critical towards this stance, and does not believe they can make a difference (Ibid.). The theme "Collective" (COL) derived from some of the respondents answers, which indicates that the collective responsibility is of great importance to the respondents. They state that "if everyone will skip meat... sure it will make a huge difference", "I'm just one person, I can't do it on my own", "One person can't make a change for the environment" and "not through an individual,, but... collective action can certainly make a difference" (Appendix 6). These statements clearly suggest that the respondents do acknowledge the issues or the consequences that a high consumption of conventional meat might induce. However, they do not believe that the change is made only by changing their own diets, which there arguably could be some truth to. Additionally, one could argue that a collective change need to start somewhere, and that it would be necessary for some individuals to go in front to make such a change.

Much in line with the collective-argument, some respondents emphasise that it is a socio-economic issue and that it is "down to the capitalist system and large corporations..." (Appendix 6). The theme "Political" (POL) is difficult to argue against, since there could be some truth to the benefits of institutional regulations in this area. However, institutional regulations, especially when talking about food products, are often initiated due to a demand from consumers. Thus, these two themes, COL and POL, indicate that some of the

respondents regard the individual cost as being too high, since plant based meat might not be their preferred choice and that they do not believe their individual choices can make a difference. Actually, it could be argued that if they do not believe their individual choices can make a difference for the better, then they would also not believe that their personal consumption contribute to the environmental situation that the world is in today. Therefore, these respondents do to some degree deny their own responsibility as a consumer.

Furthermore, the theme “Production” (PRO) emerged, which reveals that some of the respondents are very concerned with conventional meat production and plant based meat production. The respondents express their concerns as “animal and plants farmed for human consumption both come with some ecological baggage”, “agriculture has its own environmental drawbacks even without animals” and “the power that goes into producing meat is more harmful” (Appendix 6). The positions they take are different, but the common denominator is production. Production, whether it is conventional meat production or plant based meat production, is important for the respondents in their decision to purchase the products. However, despite that production of plant based meat might also be harmful, it does not carry an equally large amount of CO₂-emissions as meat production. Therefore, when some of the respondents express that “plant based meat also is harmful to the planet” and chose to continue eating meat based on this argument, it seems like a denial of responsibility for the harmful consequences of meat production (Appendix 6).

Despite knowing the bad influence that meat consumption has on the environment, some of the respondents seem to justify their meat consumption. When the respondents were asked whether they feel a moral obligation to cut down on their meat consumption, “Justification” (JUS) emerged as a theme. A lot of the respondents seem to have a need to justify their intake of conventional meat i.e. by stating that they don’t believe they eat enough meat to be part of the problem, or that they are in the process of cutting down on their meat consumption (Appendix 3). It indicates that some of the respondents ascribe the feeling of guilt to meat consumption. “Guilt” (GUI) was also established as an independent theme, where one respondent directly states that “I know all the environmental and social reasons for cutting back on meat consumption and often feel guilt when I eat it” (Appendix 3). Despite feeling guilty for consuming meat, it doesn’t seem to change the behaviour of this particular

respondent. Again this poses a paradox, since the knowledge of meat consumption arguably induces a feeling of guilt. However, it is paradoxically that the respondent still eat conventional meat when it is linked to the negative feeling of guilt. This respondent shows that when restraining from acting according to one's moral norms, and thereby one's self-expectations, this will result in a negative self-evaluation, which the feeling of guilt clearly proves.

Additionally, some of the respondents resort to a middle way, which also could be regarded as a sort of justification of their meat consumption. "Local awareness" (LOC) emerged, as some of the respondents believe they ease the bad impact of meat production by buying local products (Appendix 3). These respondents are arguably conscious consumers that are determined to continue purchasing meat. Thus, these respondents are aware that meat consumption has a negative impact on the environment, but they seek to take responsibility for these consequences in a way, which matches their personal norms, which result in that they can keep purchasing meat without feeling guilty for contributing to the negative impact. Such respondents will arguably not decide to purchase plant based meat.

Even though most of the respondents agree that meat have a bad influence on the environment and climate change, the majority of the respondents eat meat regularly (Question 5 - Appendix 1). Only 13 respondents out of 91 who answered this particular question answered that they do not eat meat at all (Ibid.). This number indicates that despite the respondents' knowledge about the impact meat production has on the environment, they do to some extent deny this responsibility. However, 24 percent of the respondents answered that they only eat meat once or twice a week, which is in the lower end of the consumption scale (Ibid.). Thus, it can be argued that the respondents who have chosen to cut down on their meat consumption are conscious about the impact on the environment, and act according to this consciousness and knowledge about the impact.

To sum up, the abovementioned determinants are evaluated by the respondents, and can to a degree be used to look into how likely it is for the respondents to perform an action, which in this case is to purchase plant based meat. It is possible that the knowledge about the bad environmental impact of meat consumption could cause more consumers to purchase plant

based meat. The respondents' attitudes toward plant based meat were in general found to be positive due to the positive impact on the environment, and since conventional meat have a negative impact, plant based meat might be an alternative that some respondents might be willing to purchase.

Summary of all three analyses

The following section will provide a few summative remarks on the usability of the three theories and the advantages and disadvantages.

All of the theories was chosen in order to examine what motivates the British respondents to purchase plant based meat. Each theory suggests different determinants, which can be helpful in predicting human behaviour. The theory that was found easiest to apply to the data collection was "The Theory of Planned Behavior". The three steps in the theoretical framework both helped to illuminate the respondents' personal attitudes of plant based meat, how their norms are affected by important others and what attributes they link to the behaviour of purchasing plant based meat. It would have been an advantage to include questions in the questionnaire regarding the actual strength of the respondents' behavioral beliefs, normative beliefs and control beliefs about plant based meat as well as include questions containing more concrete scenario. This would perhaps have contributed to some more specific evaluations of whether the respondents might purchase plant based meat or not. Instead the chart that illustrates how many respondents who were positive, negative, positive/negative and neutral were incorporated in order to be able to investigate the behavioral beliefs more in depth. Thus, this theory had many advantages and enabled an investigation of research question one and two, but arguably could have contributed to more specific findings if the questions in the questionnaire had been adjusted.

On the contrary, the different stages in "A Theory of Human Motivation" showed to be more difficult to employ to the data, which is why two of the steps were eliminated from analysis. Furthermore, the steps that were applied in analysis were found difficult, since they did not provide the researcher with a concrete approach to utilise the framework. Moreover, it

might have been better to utilise observation methods instead of questionnaires when utilising this particular theory. Additionally, it could have been interesting to use this theory if the subject had focused on a consumer segment from a developing country, since they probably would not have all of the levels in the need system satisfied. However, the esteem needs provided some interesting, different and perhaps more personal related knowledge about the respondents, which was found valuable. The esteem needs resemble the normative beliefs that is investigated in the theory of planned behavior, which served as a great way to look into how such esteem needs and normative beliefs affect the British consumers' purchase of plant based meat.

“The Norm Activation Theory” provided insight into whether the respondents' were likely to engage in pro-environmental behaviour as purchasing a sustainable product such as plant based meat, and how their knowledge of meat consumption would affect this behaviour. The theory investigates personal norms as “The Theory of Planned Behavior”, but seeks to discover whether people will act according to these personal norms or deny their responsibility despite being aware of the consequences. Given that the thesis is concerned with the British respondents' attitudes and potential purchase of plant based meat in order to enhance knowledge within sustainable consumer behaviour, this theory was sought to have some concrete and interesting notions for investigating. Nevertheless, there are some resemblance between the determinants of investigating in this theory and “The Theory of Planned Behavior”, but these are regarded as complimentary.

To sum up, all three theories were found applicable in their own way. However, “The Theory of Planned Behavior” and “Norm Activation Theory” complimented each other quite well, and each had some concrete and interesting determinants that enabled investigation. “A Theory of Human Motivation” is arguably not outdated, since it provides some interesting notions that there seems to be some truth to. However, it would have been more interesting to investigate another segment than the British where most of the stages already is fulfilled.

Conclusion

The analysis of this thesis have shown that there are numerous of different motivational factors that influence British consumers' purchase of plant based meat, which makes the British consumers complex. Firstly, the characteristics' of the British consumers' attitudes were explored in order to look further into how their attitudes affect their motivation to purchase plant based meat. This part of analysis utilising "The Theory of Planned Behavior" showed that the smaller majority of the British respondents have a positive attitude to plant based meat with a total of 29 respondents, whereas 22 respondents have a negative attitude to plant based meat. Additionally, 27 respondents have a positive/negative attitude and the remaining 11 respondents have a neutral attitude. This points to the fact, that the characteristics' of the British consumers' attitudes are diverse, which is also evident in the findings.

The findings show that some of the negative characteristics' that the British respondents associate with plant based meat are cost, knowledge and a general scepticism and opposition to the product, since it is marketed as being 'meat'. The opposition and negative attitudes to the product became most evident in the theme "Fake meat", which deals with how the respondents compare the product to conventional meat. The comparison creates an opposition to the product, since the respondents do not think the appearance and taste of the product are similar to conventional meat. Furthermore, it induces a feeling of being tricked into buying a product, which for these particular respondents, ultimately causes them to refrain from purchasing plant based meat. Additionally, the findings showed that some of the respondents associate plant based meat with a high cost, which was described as an "issue" and thus regarded as negative. However, if prices were lowered, it showed that the respondents were more willing to purchase the product and thereby also acquire a positive attitude to the product. Lastly, a lack of knowledge about the product is furthermore perceived as a negative attribute linked to plant based meat, which cause some respondents to acquire a negative attitude to the product.

Moreover, the findings showed that the positive characteristics' that the British respondents associate with plant based meat are health, convenience, encouragement and having a positive impact on climate change. Health benefits and convenience are ascribed to plant based meat, and both health benefits and convenience have a positive influence on the respondents personal life. Ultimately, this shows that these particular respondents acquire a positive attitude to plant based meat. Additionally, findings showed that the most dominant positive trait associated with plant based meat is the positive impact on climate change. The respondents ascribe the positive impact on climate change to the reason why they purchase plant based meat. Much in line with this finding, the respondents regard plant based meat as a product that encourage other people to eat less meat. 67 percent believe they can contribute to a positive change for the environment by purchasing more plant based meat than conventional meat, which shows that the encouragement-factor is regarded as positive, and induces a positive attitude among some respondents.

Ultimately, these negative and positive attributes that are ascribed to plant based meat affected the respondents' motivation to purchase plant based meat in different ways. Findings shows that negative attribute such as the price of the product is a controlling factor when the British respondents decide on whether or not they want to buy plant based meat. 55 percent of the respondents would chose plant based meat compared to conventional meat if they could save money. Thus, these findings suggest that the availability of economic resources is important for some of the respondents as price evidently can serve as an obstacle that refrain them from buying the product.

Moreover, findings showed that people who are closely related to the British respondents could affect their attitude to plant based meat as 67 percent said they would be more willing to purchase the product. It furthermore revealed that strangers they meet at the supermarket will not have the same influential effect on their motivation to purchase plant based meat. However, findings points to the fact that a small number of the respondents could be motivated to purchase plant based meat based on a desire to build a good reputation. Much in line with these findings, the findings that derived from the "Theory of Human Motivation analysis, also suggest that close relationships do have a special motivational factor that potentially can affect consumers' decisions to purchase plant based meat. Additionally, these

findings revealed that it is more important for the respondents to have a feeling of independence and freedom when it comes to their consumption choices than it is to maintain a specific image in public. However, the analysis showed that some respondents do care about their reputation and what opinion others have about their purchase decisions. Thus, for some of the British respondents it is a motivational factor to keep a good reputation, but for the majority of the respondents it became evident that it is more important to maintain their freedom of choice.

Additionally, “A Theory of Human Motivation” also helped to discover that a great motivational factor for human in general is to feel safe, and the impact that meat consumption has on climate change is a potential threat to their safety. Therefore, meat consumption is regarded as negative, and this results in a decrease in the some of the British respondents’ motivation for consuming conventional meat. Ultimately, this shows that the respondents’ motivation to acquire a more environmentally friendly behaviour increases, which entails that the respondents will be more motivated to purchase plant based meat. However, findings point to the fact that age affect how people regard this safety, and who have the responsibility to ensure the safety by acquiring a more environmentally friendly behaviour.

“The Norm Activation Theory” was utilised to examine how knowledge about the environmental impact of meat consumption affect the British consumers’ purchase of plant based meat. These findings suggested that the majority of the British respondents are environmentally conscious consumers, and that they are aware of the bad impacts that meat consumption has on the environment. 85 percent eat meat several times a week, but 58 percent feel obligated to cut down on their meat intake due to the impacts on the environment. Furthermore, findings showed that if the respondents were to change their dietary habits and consume more plant based meat than conventional meat, 66 percent of the respondents would do it mainly to minimise the bad impact on climate change. Additionally, personal health is just as important to the respondents as minimising their personal influence on climate change. Moreover, some interesting findings suggested that despite that the respondents might be aware of all the consequences of meat consumption, they might not act according to it. Many of the respondents evidently regard it as a socio-economic issue and a collective responsibility, and thereby disclaim a personal responsibility. Therefore, despite

having an extensive knowledge on the impacts of meat consumption, as well as knowledge about the positive impacts of plant based meat consumption, this knowledge does not entail that the British respondents will purchase plant based meat. It did however show, that they have a tendency to feel a need to justify their meat intake, which points to the fact that meat consumption do evoke feelings of guilt. It proved that when the consumers do not act according to their self-expectations, or moral norms, this will induce negative self-evaluations as it is evident with the feeling of guilt. The feeling of moral obligation does therefore not seem to make them want to purchase plant based meat any more or any less in this particular instance.

To sum up, the behaviour of consumers are indeed complex to study, and it is no exception when it comes to sustainable consumer behaviour. There are several different motivational factors that influence the British consumers' motivation to purchase of plant based meat. However, there might be just as many factors that have the opposite effect on their motivation. Therefore, the challenge of motivating sustainable consumption among British consumers remain, but it is equally important to focus on the motivational factors as it is important to focus on the demotivational factors.

Bibliography

Ajzen, Icek. 1991. "The Theory of Planned Behavior". *Organizational Behavior and Human Decision Processes*. 50: 179-211.

Austgulen, Marthe Hårvik, Silje Elisabeth Skuland, Alexander Schjøll and Frode Alfnes. 2018. "Consumer Readiness to Reduce Meat Consumption for the Purpose of Environmental Sustainability: Insights from Norway". *Sustainability*. 10. Doi:10.3390/su10093058

Berkowitz, Leonard. 1977. *Advances in Experimental Social Psychology*. 10. New York: Academic Press

Bonera, Michelle, Elisabetta Corvi, Anna Paola Codini and Ruijing Ma. 2017. "Does Nationality Matter in Eco-Behaviour?" *Sustainability*. 9 (1694): 1-17. Doi:10.3390/su9101694

Brymann, Alan. 2012. *Social Research Methods*. 4th edition. New York: Oxford University Press Inc.

Burr, Vivien. 2015. *Social Constructionism*. 3. Routledge.

Collin, Finn. 2014. "Social Konstruktivisme I Humaniora" in *Humanistisk Videnskabsteori* by Finn Collin and Simon Køppe. 417-459. København: Lindhardt og Ringhoff Forlag A/S

Collin, Finn and Simon Køppe. 2014. *Humanistisk Videnskabsteori*. København: Lindhardt og Ringhoff Forlag A/S.

- D'Souza, Clare, Mehdi Taghian, Peter Lamb, Roman Peretiatko. 2006. "Green decisions: demographics and consumer understanding of environmental labels". *International Journal of Consumer Studies*. 371–376. Blackwell Publishing Ltd.
- Department for Environment, Food and Rural Affairs. 2019. *The Sustainable Lifestyles Framework - Centre of Expertise on Influencing Behaviour*. Accessed March 20, 2019:
[Www.gov.uk/government/organisations/department-for-environment-food-and-rural-affairs](http://www.gov.uk/government/organisations/department-for-environment-food-and-rural-affairs)
- Eagly, Alice H. and Shelly Chaiken. 1993. *The Psychology of Attitudes*. Harcourt Brace Jovanovich, Fort Worth, TX.
- Elster, Jon. 1986. *Rational Choice - Readings in Social and Political Theory*. NYU Press.
- Fishbein, Martin and Icek Ajzen. 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley
- Godfray, Hugh Charles J., Paul Aveyard, Tara Garnett, Jim W. Hall, Timothy J Key, Jamie Lorimer, Ray T. Pierrehumbert, Peter Scarborough, Marco Springmann, and Susan A. Jeb. 2018. "Meat Consumption, Health and the Environment". *Science Magazine* (361): 1-8.
- Griskevicius, Vladas, Joshua M. Tybur, and Bram Van den Bergh. 2010. "Going Green to be Seen: Status, Reputation and Conspicuous Conservation". *Journal of Personality and Social Psychology*. 98 (3): 392–404. DOI: 10.1037/a0017346
- Guagnano, Gregory A. 2001. "Altruism and Market-Like Behavior: An Analysis of Willingness to Pay for Recycled Paper Products". *Population and Environment*. 22 (4): 425-438. DOI: 10.1023/A:1006753823611

- Guba, Egon G., and Yvonna S. Lincoln. 1994. "Competing Paradigms in Qualitative Research". In Norman K. Denzin & Yvonna S. Lincoln (Eds.), *Handbook of Qualitative Research*. 105-117. Thousand Oaks, CA: Sage.
- Jackson, Tim. 2005. "Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change". *Center for Environmental Strategy*. Surrey: University of Surrey
- Kuhn, Thomas S. 1970. *The Structure of Scientific Revolution*. 2. Vol. 2. USA: The University of Chicago Press.
- Luchs, Michael G., Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan. 2010. "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference". *Journal of Marketing*. 74 (5): 18-31. Published by: Sage Publications, Inc.
- Maslow, Abraham. 1943. "A Theory of Human Motivation". *Psychological Review*, 50 (4): 370-396.
- Miniero, Giulia, Anna Codini, Michelle Bonera, Elisabetta Corvi and Giuseppe Bertoli. 2014. "Being green: from attitude to actual consumption". *International Journal of Consumer Studies*. 38: 521–528
- Mohr, Manuel, and Michaela Schlich. 2016. "Socio-demographic basic factors of German customers as predictors for sustainable consumerism regarding foodstuffs and meat products". *International Journal of Consumer Studies*. 40: 158–167. John Wiley & Sons Ltd.
- Nordlund, Annika M., and Jörgen Garvill. 2002. "Value Structures behind Pro-environmental Behaviour". *Environment and Behaviour*. 34: 740-756. DOI: 10.1177/001391602237244

Oxford Dictionary 2019. Accessed May 20th, 2019.

Schwartz, Shalom H. 1977. "Normative Influences on Altruism" in *Advances in Experimental Social Psychology* by Leonard Berkowitz. 10: 221-280. New York: Academic Press.

Schwartz, Shalom H, and Geraldine T. Clausen. 1970. "Responsibility, Norms, and Helping in an Emergency". *Journal of Personality and Social Psychology*. 16 (2): 299-310.

Schwartz, Shalom H., and John A. Fleishman. 1982. *Effects of Negative Personal Norms on Helping Behavior*. DOI: 10.1177/014616728281013

Schwartz, Shalom H., and Judith A. Howard. 1981. "A Normative Decision-Making Model of Altruism," In *Altruism and Helping Behavior: Social, Personality, and Developmental Perspectives*. 189-211. Hillsdale: Lawrence Erlbaum

Schwartz, Shalom H., and Judith A. Howard. 1980. "Explanations of the moderating effect of responsibility denial on the personal norm behavior relationship". *Social Psychology Quarterly*. 43 (4): 441-446. DOI: 10.2307/3033965

Soil Association Organic. 2019. Organic Market 2019. Accessed March 29, 2019: <https://www.soilassociation.org/media/18224/omr-report-2019-interactive.pdf>

Solomon, Michael R. 2013. *Consumer Behaviour - Buying, Having and Being*. Boston: Pearson Education Limited.

Steg, Linda, and Judith de Groot. 2010. "Explaining Prosocial Intentions: Testing Casual Relationships in the Norm Activation Model". *British Journal of Social Psychology*. 49: 725-743.

SurveyCircle. 2019. Accessed April 27, 2019: <https://www.surveycircle.com/en/>

- Tanner, Carmen, and Sybille Wölfling Kast. 2003. "Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers". *Psychology & Marketing*. 20 (10): 883-902.
- Triandis, Harry Charalambos. 1977. *Interpersonal Behavior*. Monterey, California: Brooks/Cole Publications.
- Stern, Paul C., 2002. "New Environmental Theories: Toward a Coherent Theory of Environmentally Significant Behavior". *Journal of Social Issues*. 56 (3): 407-424.
- Stern, Paul C., Thomas Dietz, Troy Abel, Gregory A. Guagnano and Linda Kalof. 1999. "A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism". *Human Ecology Review*, Vol. 6, No. 2.
- Verain, M. C. D., Siet J. Sijtsema, H. Dagevos, and Gerrit Antonides. 2017. "Attribute Segmentation and Communication Effects on Healthy and Sustainable Consumer Diet Intentions". *Sustainability*. 9 (5): 1-19. DOI: 10.3390/su9050743
- Vringer, Kees, Eline van der Heijden, Daan van Soest, Herman Vollebergh and Frank Dietz. 2017. "Sustainable Consumption Dilemmas". *Sustainability*. 9 (942): 1-21. Doi:10.3390/su9060942