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The influence of Realfooding on consumer behaviour in Spain

A case study about the movement Realfooding.

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Preface

The basis for this thesis started in autumn 2019 during my internship in Barcelona at the Danish Trade Council. Throughout my time at the Trade Council, I became acquainted with the Spanish food trend and movement Realfooding. It was something that I had never heard of before, but soon after my first confrontation with the phenomenon it was clear that it was something quite widespread in Spain.

During my time at Aalborg University, I followed the subject *Cultural Consumption*. A subject that I was very interested in because of its involvement with different perspectives of social science. The subject provided me with the overall understanding of consumption of good and services from the cultural perspective of consumer behaviour, including social status, culture, values and beliefs. This understanding was vital for the development of this thesis.

I would like to thank several people involved in this thesis. First of all, I would like to thank my supervisor Birthe Moustén Nielsen for her excellent constructive guidance throughout the whole thesis period. In addition, I would also like to thank the many people who have contributed with invaluable insights and knowledge regarding Realfooding. Finally, I would like to thank everyone who has contributed in coaching in the form of discussions, feedback and corrections of the thesis.

2nd of June 2020

Simon Lie

Abstract

The purpose of this thesis is to gain an understanding into how Realfooding influences consumer behaviour in Spain. As Realfooding is a relatively new phenomenon, only very little research has been done on the subject. This makes this thesis extra relevant in order to obtain and add new knowledge regarding Realfooding from the theoretical perspective of consumer behaviour.

In the social constructivist paradigm, subjective perceptions are crucial to understanding how the world is perceived. I, therefore, gathered literature regarding the general consumer behaviour theory as well as focusing on food choices and food trends in their relation to Realfooding. This provided me with a common knowledge of the theory and how it is perceived.

The common knowledge from the literature review was later used as the foundation for the case study regarding Realfooding, which took place during the six month I lived in Spain. The case study focused on two main parts: (1st) a netnographic research made on Realfoodings interaction platform My_Realfooding_App, focusing on Realfooders behaviour and interaction at the online Realfooding community, (2nd) semi-structured interviews with Realfooders giving insight on Realfooders in Spain and their own motivation for being a Realfooder, from their own perspective. The consensus of the case study that involved the netnographic research and semi-structured interviews formed the foundation of the new understanding and new common knowledge.

The results and findings of the thesis concludes that Realfooding does influence consumer behaviour in Spain by changing the common knowledge perceived in the Spanish society regarding health. This change of knowledge has created a new general consumer behaviour in Spain that focuses on health issues concerned with the consumption of ultra-processed food and is also tied to traditional Spanish cuisine and forgotten national dishes, focusing on locality, honesty and transparency influenced by Realfooding.

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1. Introduction

The idea of health has always been of great interest to humans, and it is often wrongly mistaken as something which has developed alongside modern science (Grant, 2000). However, the fundamental issue regarding a healthy life and food habits is registered all the way back to ancient civilizations in Egypt, China, Italy and Greece. Great thinkers throughout history, such as Hippocrates and Plutarch, wrote books about the relationship between food and health, which according to the historians was of huge interest to the population that could afford this kind of information. Galen's book *The Power of Foods*, from the time of the Roman Empire around 150 years AD, sounds like a book that could have been written today. So, as we can see, throughout history, various interpretations regarding the ties between human's health and food diets have been developed (Grant, 2000).

Although the interest of health did not develop alongside modern science, the knowledge about it did. Scientific advances in society inevitably led to important discoveries such as proteins, calories, vitamins etc. and their effect on the human body and mind (Alimentarium, 2020). Nowadays in modern society, diet is strongly connected to the idea of losing weight. But that was not the origin of the word. Diet comes from the Greek Latin word "*Diatia*", which is a way of living, self-control and eating in moderation (Alimentarium, 2020). The idea of choosing a diet therefore seems to be obligatory for humans, whether it is a conscious act or not.

Along with the increasing knowledge about human health and diets, several food trends have been followed. An example of this could be the Gluten-free diet or the Atkins diet. Other types of food trends involve the giving up of certain product types. This perspective is tied to stronger principles. Veganism, for example, goes far beyond a simple refusal to eat anything that comes from animals, vegans also follow a plant-based diet lifestyle (Alimentarium, 2020).

How we humans understand the idea of living a healthy life through our diets and how food trends influence our choices of diet is rather unpredictable. New knowledge about nutrition has led to a more detailed and complex understanding of food together with social, cultural and ethnical understanding (Alimentarium, 2020). Food trends do therefore no longer focus only on health issues, but also allow humans to connect with the trend on a deeper level, such as veganism. This idea raises the question of how food trends influence consumer behaviour nowadays and thereby also influence our decisions, desires and needs.

1.1 Problem statement

During the last decade, different kinds of nutrition and food trends such as vegetarian, veganism, stone age food, whole food etc. has influenced consumers and found their way into the food industry worldwide. Some of these trends probably go all the way back to the very beginning of human existence (Harari, 2015). For example food trends such as vegetarian and veganism, which according to historians were acknowledged in many parts of ancient China. These trends were probably due to different reasons compared to why consumers choose these food trends today. Food trends have certainly increased in scale during the last decade, especially in the Western World. In the United States the estimated population that identify themselves as vegans in 2014 were above 600 thousand (Vegan Society, 2019). In China the estimated amount of the population in 2013 that identify themselves as vegetarian were 5% of the population, which means around 60 million people (Magistad, 2013). This huge amount of followers who are committed to a food trend, undoubtedly has a big impact on the food industry, economy and society. Furthermore, these food trends show no sign of a slower growth in the near future (Vegan Society, 2019).

During my internship at the Danish Trade Council in Barcelona, a part of the ministry of foreign affairs and the Danish Embassy in Spain, I worked closely with Spanish and Danish companies operating in the field of agriculture- and food industry. The organisations operating in these sectors are very aware of the challenges and opportunities which food trends bring. These trends can dramatically increase the power of demand, production and enforce product development. Before I started at the Trade Council, I worked at the biggest catering company in Scandinavia, Dansk Cater A/S. Food trends and consumer patterns were an important area in order to prepare the most relevant catering food for the market. These experiences have shown me, how powerful food trends can be influential on both the consumers food behaviour and on the companies operating within the food industry.

One of Spain's rising food trends is called Realfooding. It was first introduced in 2017. The main principal of Realfooding is to eat like our grandparents. Unprocessed food – from the earth to the plate - kind of mentality. The movement Realfooding is estimated to have around one million registered followers who identify themselves as Realfooders in Spain, according to their own statistics (Realfooding, 2020). One million Spaniards is around 2 % of population, which makes Realfooding more common in Spain than vegetarian and veganism combined (Diaz, 2019). During the last couple of years, Realfooding has emerged quickly and grown fast. It is one of the most important trends according to social-tags in the Spanish society (Alonso, 2018). One of the main principals of Realfooding, is to avoid any kind of added

substances permitted in food, also referred to as ultra-processed food. Many of those substances used in food today are commonly known as E-numbers, which were introduced for the first time in Europe in the early 60's, but can also be sugar, specific kinds of oil or other types of fat additions (Merck, 2020).

Because Realfooding is a relatively new phenomenon (2017), only very little research has been made into its existence and why certain consumers identify themselves with Realfooding. Similar to the previously mentioned food trends, such as veganism and vegetarian, it seems that Realfooding now has a strong hold within the Spanish society and is influencing the behaviour and choices of food products in a larger part of the population, but the motives and reasons behind it are still uncertain. The aim of this research is therefore to gain a deeper understanding into the concept of Realfooding, and how it is influencing the consumer behaviour in Spain.

1.2 Research question

.....

How does Realfooding influence the consumer behaviour in Spain?

.....

1.3 Disposition of the research

This thesis is divided into three main parts as illustrated in figure 1. The research question aims to gain a deeper understanding of Realfooding and its influence on consumer behaviour in Spain. The first part of this thesis concerns the pre-understanding of the subject and contains the introduction, problem statement, research question and methodological procedures.

The second part of the research concerns the common understanding and contains the introduction to Realfooding and a literature review regarding consumer behaviour theory. This section will present the concept of Realfooding, its definition and philosophy, foundation and history. Furthermore, this section will contain a literature review about consumer behaviour theory, which will provide an necessary understanding about the field related to the research.

The third and last part concerns the new understanding of the field. This part contains a case study analysis regarding Realfooding by looking at different qualitative data from netnography data collected from Realfooding forums and conducted semi-structured interviews. Finally the results and conclusions will be presented, and how this thesis contributes to new knowledge in the field and perspectivation. The described procedure of the thesis is summarized in figure 1, which illustrates the following steps.

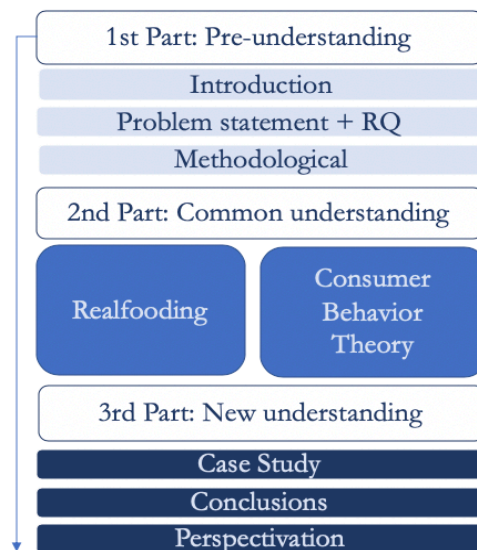


Figure 1. Disposition of the research. Showing the procedure of this thesis, own manufactured

1.4 Delimitation

For the last year I have lived, studied and worked in Spain in both Barcelona and Madrid. This has given me a unique opportunity to observe and get close to a community and society different from what I previously knew. This has been the fundamental element in setting the frame of this thesis and its primary focus on Spain. Realfooding is a phenomenon that I have encountered in my time here from various relationships, and I have gained a curiosity and understanding of this Spanish phenomenon. Realfooding originates from Spain and with the movements head office located in Madrid it has been an obvious opportunity for me to focus on Spain and the consumer behaviour here. This thesis will therefore focus exclusively on the Spanish market.

As far as possible, terms and statements provided in this thesis are written in English to ease the level of understanding. These terms and statements are again provided in the appendix in the languages they were intended for. This is done not to distort or misinterpret the synonyms or exceptions, as this can easily be

done when translating directly from one language to another. In the case of this research it will normally be from Spanish to English. However, there will always be interpretations and explanations for each secession in Spanish, as well as longer passages always will be written in English for clarification reasons.

2. Methodology

In order to answer the research question of this thesis, it is important to acknowledge and look at Realfooding as a socially constructed phenomenon where knowledge is created in social constructions. The paradigm defines how knowledge is conducted and structured, as well as how the knowledge may influence the understanding of the paradigm (Guba, 1990). The idea of this kind of reality is described by the Nobel Prize winner and worldwide acknowledge author Daniel Kahneman as - *what you see is all there is*. Bascially menaing that, this paradigm does not relate to what is right and wrong, true or false, as everything is decided by social constructions rather than individual understandings. The understanding of the constructions and content of them is how reality is perceived (Guba, 1990). Constructions are always in movement and are constantly challenged by new added knowledge, that might influence the existing construction, or be so revolutionary that it creates a paradigm shift, a whole new social construction of the field (Kuhn, 1962).

This idea and understanding of reality is important while looking at Realfooding. The new food trend has existed in Spain for only three years and is something created by Carlos Rios and afterwards accepted as knowledge and socially constructed within the Spanish society, where the trend by many now is seen as a new food phenomenon and movement. The movement and the concept of Realfooding has started a wave of a new ideas and understandings regarding health, diet and food habits in Spain. It is challenging the earlier constructed ideas in the field. This has led to new research being done on obesity and diets within the field of ultra-processed food. Having said that, it is still not totally integrated in the whole society of Spain. Many are still skeptical about the position of the phenomenon and it still needs time and a larger scale to manifest itself as a part of a general idea and understanding of a healthy food behaviour in Spain.

If this happens, along with the creation of a common understanding within the Spanish society, the knowledge of Realfooding will eventually create the new reality of a social construction, as illustrated in figure 2. This is the fundemental idea of Kuhn where a glide in knowledge changes the beliefs within the society (Kuhn, 1962).

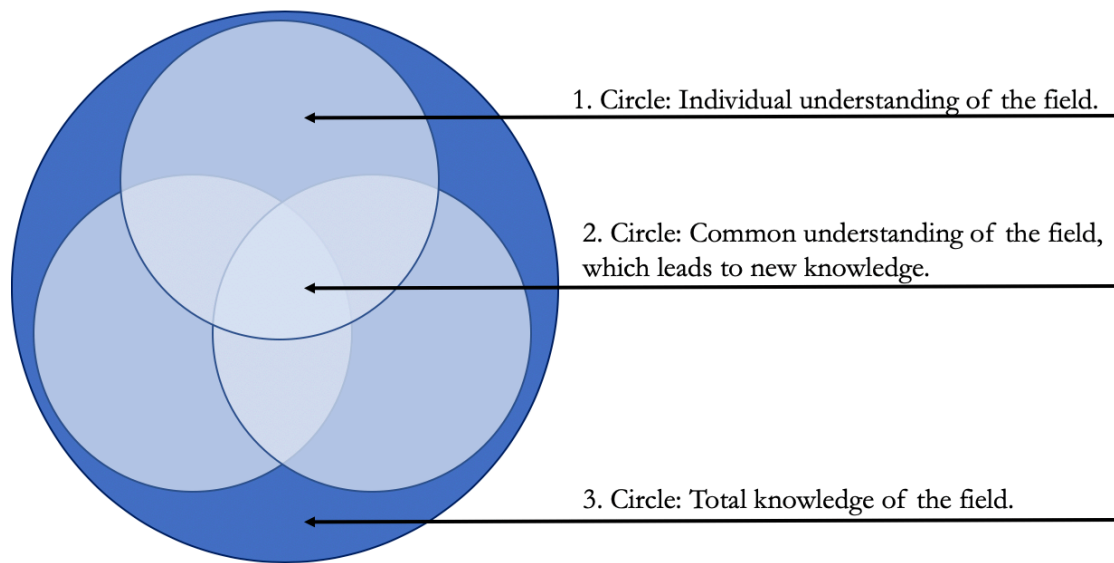


Figure 2. Own manufactured. The figure shows how consensus beliefs form the understanding of knowledge in the social constructivist paradigm.

Figure 2 illustrates the procedure of the social constructivism paradigm. It is the common understanding in society that creates the new knowledge and reality of a field, which is the case in Realfooding for example. That contributes to the total amount of knowledge of the field. It is only when there is a consensus in society towards the knowledge that it is accepted, otherwise, it would just be seen as individual understandings as illustrated in circle one.

2.1 Methodological procedure: Literature review

The literature review of this research is built-up systematically based on secondary data. Therefore, does the review only contain already existing knowledge from acknowledged sources from the field.

The search-process started sporadically. This was done to gain a broad insight of the field and the literature that it contains. If you search for consumer behaviour on Google Scholar, it will provide you with more than 3 million articles, this is a clear indicator of how enormous the theoretical field is, even if you add food there are still more than 2 million hits on Google Scholar.

To optimize the search-process for literature with most relevance for this research, I used different databases to look for relevant patterns in the suggested articles besides from Google Scholars. This was

for example: AAU Library and books and journals recommended by my colleagues and supervisors. This gave access to a longlist of difference data from different articles, journals and books. To ensure the reliability of the used data, I controlled them by cross-searching on Google Scholar with add-on filters, which allowed me to narrow down the search process. The filters included the release year of the study and more importantly the amount of citations, which is a reliable indicator of how acknowledged an article or book is. This was an effective way to ensure the collecting of relevant data, without drowning in the huge theoretical field of consumer behaviour.

The literature review is divided into three parts. (1st) part will be regarding definition of consumer behaviour and general consumer behaviour theory. To narrow the theory down, (2nd) part will focus on consumer behaviour in relation to food. (3rd) and the last part will look at consumer behaviour in relation to previous observed food trends spreading in society that have appeared recently, such as veganism and sustainable food. Focusing on different food trends rather than Realfooding is done due to the lack of research available regarding Realfooding and consumer behaviour.

Ideally, this part of the literature review would have focused on what has already been written and concluded about Realfooding and consumer behaviour, but no such research has been done, which also increases the relevance of this Master thesis and how it can add new knowledge to the field. While looking at Realfooding and consumer behaviour on Google Scholar, 18 articles appears, but none of them is about the movement and food trend Realfooding. If we exercise the same procedure with, for example veganism as keyword, more than 12.000 articles/studies appear on the topic.

As Realfooding is already a bigger food trend than veganism in Spain, this information increases my interest on researching how Realfooding influences the consumer behaviour in Spain, while aware of the major impact a food trend like veganism has had on food preferences all around the world.

Each part of the literature review therefore contains different search-keywords related to their contribution of knowledge to the literature review, illustrated in table 1.

(1) Consumer Behavior	(2) Consumer Behavior + Food	(3) Consumer Behavior + Food Trends
+ Theory + Definition + History + Development	+ Food behavior + Food choices + Food decision + Food motives	+ Realfooding + Veganism + Sustainable food

Table 1. Own manufactured. Table 1 illustrates selected keywords used in the search for literature in the 3 essential phases of the literature review.

The first part focuses on general consumer behaviour theory. Michael Solomon is one of the leading scholars within the field of consumer behaviour and is cited more than 30.000 times. His book *Consumer Behaviour: A European Perspective* is widely recognized and acknowledged and has been cited more than 4.000 times on Google Scholar, which makes it one of the most cited within the field of consumer behaviour appearing on the database. Furthermore, it has a European perspective as the title indicates, which is appropriate for this research. It has not been possible to find any books or articles with a centred perspective only in Spain with a significant amount of citations. Therefore, this thesis will be supplemented with additional research and theories from the field. All by acknowledged scholars who have contributed to the field in many ways.

The second part concerns consumer behaviour in food decisions. This part of the literature review will focus on food behaviour choices due to the relevance correlating with all known scholars being acknowledged for their contribution to the field, which has, for many years, focused and studied consumer behaviour and food preferences. Furthermore, the chosen scholars also have a European perspective on the research, which is relevant for this thesis.

The third part, regarding food trends, looks into various researches, their results and conclusions from different kind of food trends, which will help me understand how different food trends may have influenced consumer behaviour, and thereby support future conclusions regarding Realfooding. The aim of this, is that these conclusions can help me support what is lacking. Research regarding Realfooding, which is a new theoretical field, has no similar analysis made on the topic. Therefore, it is my aim that other results and conclusions regarding other food trends may support and help understand the future conclusions regarding Realfooding.

This procedure is done to ensure a broad look at the variety that may exist between different behaviour connected to different food trends. All used scholars are respected for their research and contribution to the field and have achieved a minimum amount citation on Google Scholar to ensure the validity of the research. Finally, this section will also discuss the results of food trends on the overall theory regarding food choices and consumer behaviour theory to make sure that any connections or pattern across the theoretical field will be found.

This thesis focuses specifically on Spain, therefore most of the theory also focuses on Western European theories. But, to make sure that I have made a further theoretical interpretation of Spanish culture, based on my experience obtained during my time in Spain. Values and behaviour will be analysed in a small section of this research, that will focus on these exact pillars of Spanish society towards consumer behaviour and the end of the literature review.

To summarize, from the literature review, an interpretation of the whole review is conducted. This section will focus on the development in my understanding of the field and how it has been influenced by the literature review and by its many scholars, views and conclusions. Therefore, this section also functions as a *part-conclusion* in this thesis, where the common understanding of the field will be presented, before starting conduction, collection and analysing the qualitative data for this research which represent the new understanding.

2.2 Methodological procedure: Case study about Realfooding in Spain

In this section I will present the methodological procedures regarding the case study. The first part focuses on the Netnography method and how the data is found and handled. The second part concerns the conducted semi-structured interviews and the choices behind the method. This procedure is chosen because of the relevance that findings from the netnographic research may have in contribution to the interviews. Tendencies or questions may arise during the netnographic research, that can be used during the interviews because of the deeper access to the informant's interpretations as opposed to the netnographic research which doesn't allow me to ask further questions as a neutral observer. The last part of this section concerns the procedure of coding used in qualitative data.

2.2.1 Netnography

The netnographic research is a data collecting method used in qualitative researches and has taken its name from the word-play between internet and ethnography. It takes its offspring in data collected online. The method was developed by Robert V. Kozinets in 1995 and has gained great influence in qualitative researches during the last decade, especially with the development and improvements of the internet and the rise of social media, online communities and blogs (SAGE Research Methods, 2020). The main focus on netnography research could be on online communities, blogs or social medias. The general idea of netnography is to understand the meaning of what people debate online, rather than how often they say it. Therefore, it also distinguishes itself from general big data theory and quantitative method, which often is collected online, but focused on thick data. The idea of netnography relies on the interpretations and understandings of a given behaviour online and strives to understand the social digital relation in an online community. The findings and interpretations will thereby contribute to a new understanding and ideally explain the meaning of what a community value, and why (Kozinets, 2015).

The netnography procedure for this thesis is to get an interpretation of the Realfooding community by looking at their social interactions online of their social networks. The outset will be in Realfoodings main discussion forum MyRealFood_App, which has more than 1 million users and is often linked with the Facebook profile of the different users. This network is chosen due the easiness of gaining access to the platform, as well as it providing more information about the followers (*normally age, gender and location, but not guaranteed*), rather than other networks such as YouTube, Instagram or comments on internal blogs which hides most of the characteristics of its users. Furthermore, the Social media platform and application is the most used forum, which ensures that many Realfooders will be debating and commenting and thereby increases my chances of gaining a deeper understanding of their behaviour.

This type of data fits well with the procedure of semi-structured interviews due to it providing a different dimension of data. Informants during interviews tend to be influenced by the researcher, or may try to make themselves more likeable or interesting by modifying the truth (Brinkmann & Tanggaard, 2015). The netnography data follows a more neutral flow from the perspective of the researcher and the users in the community, their interactions will therefore not be influenced by me as a researcher. The users will also be in a more comfortable position, most likely alone and at home, and are therefore not trying to improve themselves from their statements being informed by another part (Kozinets, 2015). More importantly, it allows me to collect a bigger amount of qualitative data, which is a great help in order to generalize qualitative data, rather than only having a few conducted semi-structured interviews.

2.2.2 Interviews

The primary empirical data collected for this thesis are also from semi-structured interviews. The aim of these interviews is to gain a deeper understanding of the individual knowledge from each informant. The individual knowledge presented by each informant can therefore affect the pre- and common understanding of Realfooding that I have, and together with the data collected from the netnographic research provide a new understanding of Realfooding.

The informants were all chosen due to their commitment to the movement Realfooding. All of the informants identify themselves as Realfooders and have followed the food trend for more than half a year. Furthermore, they are all informants from Spain. The informants could choose if they preferred being interviewed in Spanish or English, which allowed them to express themselves better. These conditions ensured a more streamlined perspective on the empirical data from the interviews. Selective transcriptions of the conducted interviews, plus the used interview-guide is available in the appendix of this thesis.

The chosen informants:

Meritxell Uriel, age 31, from Barcelona, interviewed in Spanish.

Inés Sánchez, age 27, from Madrid, interviewed in English.

Paula Redondo, age 27, from Madrid, interviewed in Spanish

Julia Martinez, age 25, from Madrid, interviewed in Spanish

Lucia Sánchez De Castro, 25, from Madrid interviewed in Spanish

Raúl Diaz, age 29, from Madrid, interviewed in Spanish

All interviews were carried out individually with each informant through skype video-call. The main idea was to carry out the interview in person, but the extraordinary conditions in Spain made it impossible for me or the informants to leave our homes during the time of this thesis. I used a semi-structured interview guide, which allows the informants to vary from the main questions and bring more personal character to the interview and allowing me to ask follow-up-questions upon the main questions. By doing that, I tried to make the informants tell more about their own experience and personal stories in relations to Realfooding and their choices regarding it. This provides me with more underlying motives behind the informants' ideas and decisions and gives me a greater interpretation compared to a structured interview guide (Brinkmann & Tanggaard, 2015).

2.3 Coding of qualitative data

In order to identify and analyze the collected data from the semi-structured interviews and the netnography research I used a thematic coding strategy. The thematic coding strategy allows me to find patterns in the qualitative data by linking them to a common knowledge or theme (Gibbs, 2007). The thematic coding is a vital part of the analyses and follows the idea of ground theory, where constructions are made from observations in the data, and thereby follow the inductive principal. It is, therefore, also essential to understand the analyses and procedure in order to identify relevant ideas and interpretations (Gibbs, 2007).

In order to organize the data, a colouring strategy of the dataset has been used. First, I focused on the netnographic research, where all the empirical data was collected from Realfoodings online platform. I analysed the conversations and statements from the principle of Kathy C. Charmaz, who has developed an effective system of collecting and coding netnographic data from a set of questions while looking at the data (Charmaz, 2006):

1. What is going on?
2. What are people doing and what is the person saying?
3. What do these actions and statements take for granted?
4. How do structure and context serve to support, maintain, impede or change these actions and statements?

By following the procedure of Charmaz, I ensured the same procedure was carried out during my data collected time, which carried on for many days. I categorized the different online statements by colouring them depending on the pattern of the statement. In order to structure the data, I created a table and thereby an analytic theme overview of the data, fragments of this table will be presented later in the analysis section of this thesis. This process helped me search for a deeper understanding of the community, and why they behave as they do, rather than a simple descriptive coding procedure. The themes were distinguished in different colours depending on the statement pattern.

After coding the data from the netnographic research, I focused on the semi-structured interviews. Each interview was analyzed individually in order to fully understand it. Afterwards, statements were highlighted in colours depending on the related theme. When all interviews were analyzed, a consensus of the themes was made, in order to see which kind was showing continuously throughout the different interviews. The three-step procedure of the thematic coding of the interviews is illustrated in figure 3 below.

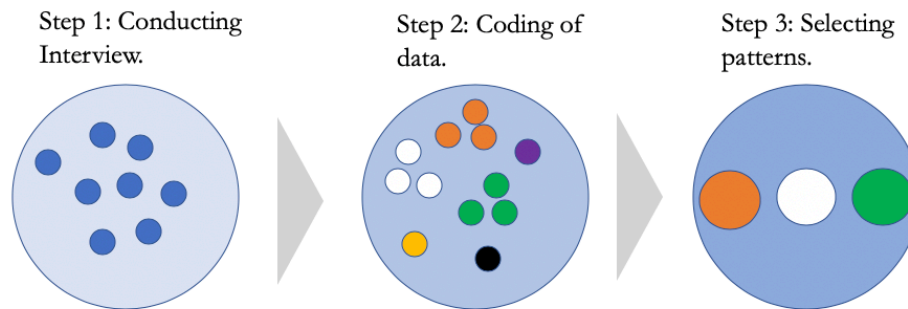


Figure 3. Own manufactured. Figure 3 shows how data has been coded based on the principle of thematic coding using colours to find patterns in the primary data collected.

2.4 Qualitative quality criteria's

In order to evaluate the validity and reliability of the used data, I look at it from the perspective of the qualitative quality criteria. This thesis obtains its data and knowledge from the paradigm of social constructivism, whose primary concern is qualitative data. Therefore, the data in this thesis is analysed from the point of view of the quality criteria's of relevance for this research: *worthy topic*, *credibility*, *reliability*, *transferability* and *sincerity* (Tracey, 2010).

2.4.1 Worthy topic

Worthy topic is related to the relevance of the theme and if it actual and has a significance for the field or society. As Realfooding is a new phenomenon (*started in 2017*) with an impact on the Spanish society, it is both relevant and timely to be a worthy qualitative topic. By looking at Google Scholar, only 18 other researches have been made about Realfooding and all of them are in Spanish or Catalan and none of the analysis has a relation to consumer behaviour theory (Google Scholar, 2020), it is therefore also a topic that can bring a new significance and add new knowledge to the field.

2.4.2 Credibility

The credibility of this research is evaluated from the used articles and the collecting process used for this research. The credibility is rated from the publisher and citations. All articles are published in well-known journals, which increases the credibility, as does the majority of the used articles which have many citations on Google Scholar (>100) or are collected in databases such as AAU Library. The collecting process is evaluated from the perspective of chosen method of collection. As mentioned previously in this thesis, the search for data started sporadically but became more systematic throughout the search by using data platforms such as AAU Library, sharing ideas and knowledge with supervisor and co-students and using specific keywords in the search-process.

2.4.3 Reliability

The reliability involves the conclusions and their reliability. To be reliable they have to be presented in a way, where other researchers will receive the same conclusions if they performed the exact same research. This is, in general, a complicated procedure in all kinds of qualitative studies. To ensure the reliability of this thesis, an explicit guide to the collected secondary data is provided in the section regarding the method used for conducting the literature review, along with an explanation of which databases I have used and the specific keywords connected, in order to find the articles. Regarding the primary data, the procedure for my interview and netnographic structure is also well described as well as an interview with the main questions and structure, which is provided in the appendix.

2.4.4 Transferability

Like reliability, transferability involves the conclusions, but rather how these can contribute or be used in another context. In the paradigm of social constructivism, the transfer of results can be complicated due the procedure of creating knowledge. To enhance these limitations, a clear transparency is ensured throughout the whole research. From data collection, the choice of method and the way of analysing and coding data, supported by detailed descriptions of my choices made during the research combined with helpful illustrations in the form of models and tables.

2.4.5 Sincerity

The last criteria, sincerity, involves self-reflection and personal bias. Doing the thesis, I have tried to maintain a neutral position as a researcher to avoid subjective opinions. This procedure and position go through the whole process, while analysing articles to understanding concepts, theories or phenomenon. The data is first analysed individually to understand each article and its results. Afterwards, the consensus interpretation of all used articles and their results form the basis for knowledge gained from this type of

method as a common understanding of the field as illustrated earlier in figure 2. Regarding the conducted interviews, I first ran a pilot test of the interview guide, to make sure mistakes and different fall groups would be found before carrying out the actual interviews for this thesis. These precautions help increase the sincerity of this thesis.

3. Realfooding

“Más mercado y menos supermercado. Más real y menos procesado. Más local y menos a lado” –
Carlos Rios, 2019

The sentence above is a slogan of Realfooding made by the founder of the movement Carlos Rios. Roughly translated from Spanish it means: More market and less supermarket. More real and less processed. More local and less imported.

Realfooding is a way of life based on food habits. The foundation of this is to eat real food and avoid processed food. It is a movement that defines itself as: *The right to a healthy diet and life for the population*. They work against the food industry, who they find corrupt and non-transparent, and is hiding the truth about added supplements for its consumers (Rios, 2019). The goal for the movement is to break free from the corporate food industry, and to eat real food like humans did 100 years ago, a concept that never should have changed according Realfooders.

Realfooding is also against the modern way of looking at diets and nutrition plans. They have the opinion that the food industry, together with leading naturists have constructed a false image of what is healthy in the society, where everything is centered on nutrients and calories, no matter the cost.

“Los libros de dietas y las guías alimentarias hablan en términos de hidratos de carbono, grasas, proteínas, vitaminas o minerales. Pero todo eso no tiene nada que ver con la salud. Por lo menos no con lo que necesitamos en nuestra época actual.” – Carlos Rios, 2019

The statement above from Carlos Rios, argues that the industry is focusing on the wrong factors while talking about health. Things such as proteins, fat, vitamins etc. However, from a Realfooding perspective all this has nothing to do with health, at least not with what we need in our current era of living. One of the arguments from Realfooders is that these things are all something science has brought into the food industry, and thereby have nothing to do with living healthily. Humans have, as far as we know, been

living healthily for as long as we can say. Even before the scientific revolution and maybe all the way back to our very start of existence, 80.000 year ago. But Vitamin C didn't exist in the human mind before the discovery in 1932 (Rios, 2019). The knowledge of the difference custom and benefits from vitamins was very useful decades ago according Realfooders. They use the example in time of wars, scarcity and hardships where the correct types of vitamins can have vital impact on lives, but not on the life we live today. Realfooding blames the industry for using ultra-processed food, even though we do not need it in our modern world, where death caused by obesity is higher than death caused by hunger (Rios, 2019).

3.1 Definition and philosophy

All lot has been written about Realfooding as a food trend and diet plan over the last couple of years. To get a deeper understand of the concept of Realfooding this section will discuss the definition of the concept and the philosophy and the ground-rules behind it.

The Realfooding movement describes itself in the following way:

“Realfooding is a life style based on eating real food and avoiding ultra-processed food. It is a movement that defends the right to healthy food for the population. It is a revolution that fights with knowledge and awareness against the dark side of the food industry.” – Realfooding, 2019.

One of Spain's leading health-blogs, Consejo al Día, describes Real Food as:

“Real food or Comida Real, in Spanish, is food for humans that did not go through a complex manufacturing processes, thus guaranteeing that it has the least possible number of chemical additives”– Consejo al Día, 2018

It is important to know the difference between Realfooding and Real Food. Realfooding, as the definition states above, is a movement and lifestyle whose fundamental aim is to eat Real Food, as well as bring awareness to the population about what they believe to be a corrupt and non-transparent food industry, which harms people. - in their own words - “the dark side of the industry.” Real Food on the other hand, is a type of food that is unprocessed and comes as natural as it gets.

The three basic rules of Realfooding are the following:

- 1) Base your diet on minimally processed foods, prioritizing those of plant origin. These are the foods that carry a single ingredient in the etiquette or directly carries no label in the supermarkets (Rios, 2019).
- 2) Supplement your diet with good processed foods, without replacing minimally processed foods. Good processing is usually packaged and has a nutritional label where there are one to five ingredients. Among the added ingredients there are no significant amounts of added sugar, refined flour or refined vegetable oil (less or equal to 5-10% of the total product mass) (Rios, 2019).
- 3) Avoid ultra-processed products (more than five ingredients on the label, including sugars, refined vegetable flours and oil, additives and salt.) Consumption should only be occasional. The ultra-processed food can be part of an occasional voluntary consumption without regrets, related to social and cultural events, but should not add up to more than 10% of the monthly diet for a Realfooder (Rios, 2019).



Picture 1. Taken from Realfoodings instagram. Posted the 4th of February 2020. Illustrates Realfooding's idea of dividing the diet based on the 90/10 principle. 90% Raw/good processed food. 10% ultra-processed.

By leaving out a margin of 10% Realfooding thereby allow its followers to humanize and “sin” in the idea of Realfooding, accepting the fact, that extreme limits are not necessary to live a life as a Realfooder. To make Realfooding easier for its followers, Carlos Rios has created three main categories of food: (1) Prima / Raw material (2) Buenos procesados / Good processed (3) Ultraprocesados / Ultra-processed. The idea of this division is illustrated in picture 1.

3.2 Carlos Rios and the history

The movement Realfooding was founded at the beginning of January 2017 by nutritionist Carlos Rios. Carlos Rios (1991), born in Huelva in Andalucía (Spain) is an educated nutritionist from the Universidad Pablo de Olavide in Sevilla. Carlos Rios went viral with his idea of Realfooding by posting small videos of him making walk-and-talk sessions around supermarkets in Spain. Rating products, explaining why they were good or bad (Real Food or ultra-processed). His videos gained massive awareness on social media platforms like Facebook, Instagram, Twitter and YouTube and were shared by thousands of people (Louring, 2018).

After less than a year since the establishment of Realfooding, it had gained more than 170.000 registered followers, which increased greatly day-by-day, especially by the usage of hashtags. Hashtags allowed interested Realfooders to share photos, videos and comments on social media under the same tag, which created a base of Realfooders sharing their perspectives (Louring, 2018). The hashtag #RealFood, has today been used more than 8 million times on the social media platform Instagram alone.

After finishing his degree back in 2013, Carlos Rios walked into a society realizing that he was living in a false, manipulated and compromised food world. He describes as a Matrix (*named after the famous film trilogy Matrix, which plot is about a parallel fake society*). The inspiration for Realfooding was conceived during the time Carlos Rios lived with his grandmother while finishing his studies at the university. There he learned that, sometimes, simple is best, and he describes the time as when he learned how to cook, how to differentiate Real Food from ultra-processed food and most importantly – how to enjoy it (Prada, 2018).

The idea and concept of Realfooding has been strengthened by the general Spanish food habit and pattern. Reports made by Justicia Alimentaria Global in 2016 indicated that around 70% of the total food consumption in Spain is from ultra-processed food. These numbers have increased greatly over the last

decade (Alimentario, 2016). The increase in consumption of ultra-processed food is caused by several factors. One of the reasons is the usage of substances in the food, that makes it easier and cheaper for the producers to make food last longer and get the right taste or colour. Another main factor is the high number of single adults in Spain. Around 25% of the population between 30 and 40 years old are without a partner, which according to the report leads to faster solutions when it comes to food habits instead of cooking for yourself (Alimentario, 2016).

Carlos Rios claims that there is a direct relation to the unhealthy Spanish society and the amount of ultra-processed food, an assertion supported by research published in British Journal of Nutrition in 2018. The results indicate that the ultra-processed food adds up to 58% more calories and 89% more added sugar in an average American diet, than less processed food (Juul, Martinez-Steele, Parekh, & Monteiro, 2018). In Spain, the total amount of the population categorized as obese are 25%, corresponding to around 12 million people and this is something the worries Carlos Rios a lot, as he find the number high enough to call it a general threat to the modern Spanish society (La Vanguardia, 2019). However, in contrast to many of his associated researchers and nutritionists, Carlos Rios does not simply blame the food habits or lack of exercise for the high number of obesity cases in Spain. He believes that a far bigger problem is the opacity that exists in the global food industry and how they force the population to eat ultra-processed food by hiding the truth, using numbers and substances people do not understand (*E-numbers*), as well as misinform or hide the truth from the population about the consequences when it comes to eating ultra-processed food (Rios, 2019).

“The population buys products that is not actual food and it makes them fat and sick! Then they look for miraculous solutions in supplements and fat cutting diets. For me, this does not fit very well with what I learned from my grandmother, that's why it motivates me to share my knowledge with everyone” – Carlos Rios.

When Carlos Rios in 2018 was questioned about what he believed was the reason for the success of Realfooding in Spain he answered by referring to the food industry as a matrix society.

“We are basically showing the reality to the public” – Carlos Rios.

3.3 The Social media

While looking at the development of Realfooding in Spain and on social media, Carlos Rios undeniably plays a significant role. As a part of the generation of digital natives, Carlos Rios has been extremely successful in his way of administrating his own personal account well as the account of the movement. Carlos Rios has previous stated that when he started the movement in 2017, he used more than two hours every day on social media networks such as Facebook, Instagram and YouTube just for Realfooding (Álvarez, 2019). There, he would post his ideas of Real Food and Realfooding, inform his followers of the critical problem of, especially, childhood obesity in Spain related to ultra-processed food. In the beginning he had great success on *catching* young parents with these publications, in their search to find help or information about children diets, and even though Realfooding has become more widespread compared to 2017, the main demographics of the followers of Realfooding are still women between 25 to 40 (Álvarez, 2019) .

Social media experts all around Spain have many ideas on how Realfooding has spread so fast. Besides having the help of a relevant topic concerning food and health which interests a large group of people in the modern society, Carlos Rios used the right mix of humour and controversy in this post, as well as adding and mastering an online marketing trend in inbound marketing. The movement Realfooding is specialist in reaching out to their followers in a very personal way. They use tons of resources to reply to their followers' comments, answering questions, motivating or applauding them on their Real Food experiences. A case showing how aggressive their marketing strategy is the following: Their post from 17 of March 2019, Realfooding answered more than 270 comments from their followers (Autonell, 2019).

Today Realfooding is much more than just social media and Carlos Rios. They have developed their own academy with half a million followers on Instagram and strive to inform the population on how to cook Real Food, and in general how to live a healthy balanced life. They have launched The Centre of Realfooding with 60 thousand followers on Instagram, which offers consulting on how to live a life as a Realfooder. Prices starts at 60€ per session. They have developed an online web shop selling Realfooding merchandise. But, most essential for the new innovations of Realfooding has been the development of the application *MyRealFood_App*.

The application allows followers to scan the label or bar-code from the majority of Spanish and international food products (*existing in Spain*). Afterwards the application informs the user in which

category of Real food the product belongs. If it's an ultra-processed product the application will suggest an alternative to the product and thereby help the user to avoid ultra-processed food as illustrated in picture 2 below.



Picture 2. Taken from Realfoodings Instagram. Posted the 20th of January 2020. Shows how Realfooding is suggesting changes/substitutions in products.

The picture above shows the outcome of the application where it gives suggestions to the users on how to choose a different product. In this case, blueberry yoghurt, Nutella and tomato sauce are changed to other similar products, which contain a better processing procedure or none at all, according to the theory of Realfooding. By now the application is only available in Spain. It was developed in 2019 and just a few days after its introduction it had achieved more than half a million downloads. It was later nominated in the Spanish Tech Award for the best new application in 2019, and in the spirit of Carlos Rios bringing the truth to the population, the application is for free (The Awards, 2019).

The idea behind this section has been to help build up an understanding of the phenomenon and movement of Realfooding, what it contains and its scope in the Spanish society. The aim, however, of

this study, is to gain an understanding of its influence on consumer behaviour in Spain. Therefore, the following section will focus on consumer behaviour theory, in the form of a literature review looking further into consumer behaviour theory in relation to food choices and food trends.

4. Introduction to the literature review

This section will focus on the literature review regarding consumer behaviour and is divided into four parts. The first part will focus on the general aspect of consumer behaviour theory by looking into the definitions, history and development of the field. The second part will focus on consumer behaviour in relation to food decisions. This part of the review focuses on the food perspective and emphasises the specific relation and mechanism to consumer food choices.

The third part focuses on consumer behaviour in relation to food trends. This is done as there is no currently available theory or material about Realfooding and its relation to consumer behaviour. By focusing on food trends in general, the aim is that it will be possible to draw a perspective and find common knowledge that can be used for the common understanding of Realfooding in relation to consumer behaviour. The last section will focus on Spanish culture in a consumer behaviour perspective to provide an interpretation and understanding about Spain, which is an essential part of this thesis. Following procedure is illustrated in figure 4 below.

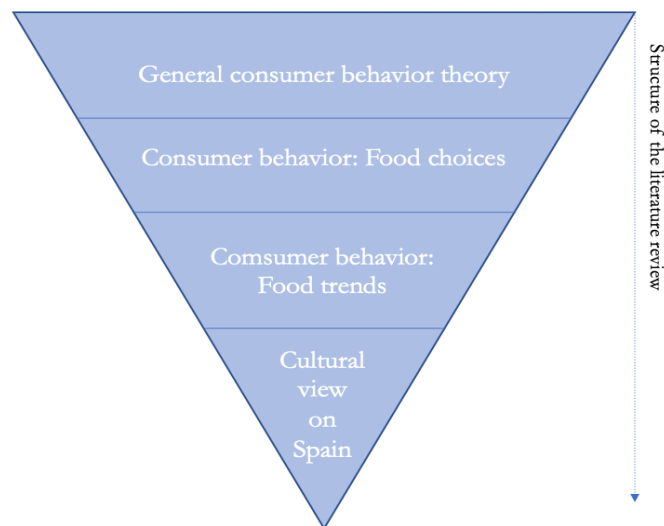


Figure 4. Own manufactured. Illustrated the structure of the literature review.

Before starting the literature review regarding consumer behaviour, it is important to define and understand the concept. Consumer behaviour has been an essential theoretical field for many years, and

for that reason many definitions have also been made during the years. Study.com, which are the world's biggest online educational platform for students and professionals, define consumer behaviour together with many others as:

”The study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company”.

In the book *Consumer Behaviour: A European Perspective*. The authors define consumer behaviour as:

“The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”.

The essential interpretation of consumer behaviour by looking at the definitions presented concerns decisions and selections of consumers regarding their need or desire. This can either be analyzed individually or as a group. In the book *Consumer Behaviour: A European Perspective*, the authors also argue, that the topic of consumer behaviour is fairly hard to generalize, due to the cultural influence that may influence individuals or groups decision-making, which surely makes it a theoretical field complicated to look at in a broader perspective (Soloman, Bamossy, Askegaard, & Hogg, 2006).

4.1 Consumer behaviour

The first part of this literature review will focus on general consumer behaviour theory. As the definition also indicates, consumer behaviour, in its clearance, focuses on decisions and needs from the consumer perspective. It takes its foundation from the theory of economics, where decision making has always been a fundamental part of the research of behavioural economics (Kahneman, 2013).

Even though the theory of decision making within economics has existed for centuries, modern consumer behaviour theory, as we see it today, is a relatively new school of practice within the field of marketing theory (Soloman, Bamossy, Askegaard, & Hogg, 2006). It is this type of interpretation of consumer behaviour theory that will be in focus and analysed in this section. The aim is to understand and look at acknowledged perspectives and ideas regarding general consumer behaviour theory and its development throughout modern times. The main reason for this type of selection of theory, is that consumer behaviour, as a study field, contains a significant amount of research and literature. The field has more than 3.4 million search-results on Google Scholar, which undoubtedly makes it one of the biggest theoretical fields in modern research with many different approaches.

Consumer behaviour is a field that is normally analysed in relation to or with something else. It could be online shopping, risk taking, tourism habits etc. Modern consumer behaviour theory first started to gain awareness in the field of marketing in the late 1950's. It was the theoretical idea about understanding the individual behaviour rather than the total market that led to the interest of consumer behaviour (Bartels, 1962). This idea of individuality connected the theory and the idea marketing on a different level than seen earlier. The focus on understanding an aggregated market behaviour now changed to understanding individual consumers and why they choose as they do (Sheth, 1985).

New knowledge changed the marketing theory to be more than just a catchy slogan and colourful commercial aiming for the mass-market, but added a dimension of psychology (*perception of needs, understanding and attributes*), personal (*habits, age, gender, upcoming, culture etc.*) and social (*family, friends, interactions, class, income etc.*) factors to successful marketing in order to understand consumers' needs and desires (Soloman, Bamossy, Askegaard, & Hogg, 2006).

The growing attention on consumer behaviour followed an increasing interest in the importance of looking at individual consumption habits, but now also from the perspective of economic and social sciences. Since the mid-70's consumer behaviour has been a permanent part of all business schools, and the ideas of understanding the needs of your customers, is seen as fundamental for any marketer worldwide nowadays (Soloman, Bamossy, Askegaard, & Hogg, 2006). Something the previous CEO and founder of Apple, Steve Jobs promoted for years through out his development of the American tech-giant, and something millions of companies have tried to do ever since.

“Get closer than ever to your customers. So close that you can tell what they need before they even realize it” – Steve Jobs, 1989.

But even with the increase in interest and research, consumer behaviour still finds its way to surprise companies, researchers and scholars. It is a concept in constant changes and therefore also, highly dynamic. It is difficult to find a field more interdisciplinary than consumer behaviour, which today attracts interest from scholars of different backgrounds. From its origin of economics to new schools within behavioural psychologists (Soloman, Bamossy, Askegaard, & Hogg, 2006).

In order to make this interdisciplinary and dynamic concept more compliant, Soloman, Bamossy, Askegaard, & Hogg look at it as a pyramid, distinguishing between the individual focus or social focus, also referred to as micro- or macro consumer behaviour. The pyramid explains in 10 over all motives why a consumer purchase happens depending on the perspective of the theoretical fields. These motives

are due to either psychology, sociology, macroeconomics to semiotics, demographic, historical or cultural, which according to the authors is the variety of disciplines influencing the purchase of a given consumer good, or ways to look at it (Soloman, Bamossy, Askegaard, & Hogg, 2006).

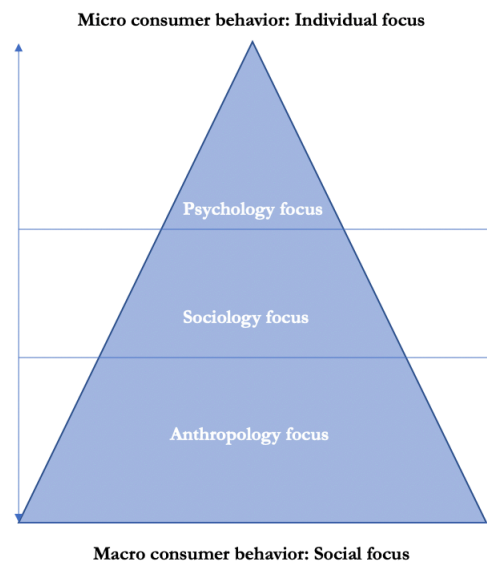


Figure 5: A overall simplified version of the pyramid of consumer behaviour, own manufactured. Inspiration from Soloman, Bamossy, Askegaard & Hogg, p. 24, 2006.

After defining and determining some of the essential ideas and interpretations of the enormous theoretical field of consumer behaviour theory, it demonstrates the great importance of the complexity of how to look at and analyse consumer behaviour. In order to stipulate consumer behaviour toward my research question, the second part of this literature review focuses on food choices and attempts to look at consumer behaviour from the perspective of food choices. As mentioned in the beginning of this literature review, consumer behaviour is often looked at in relation to something else, which is also the case of the choices regarding food. Furthermore, this research focuses on explaining the social effects more than an individual choice. The following approach of this literature review will therefore be from the point of view of the research question and the interpretivism paradigm and have a more social focus and common understanding.

4.2 Consumer behaviour: Food choices

It is important to understand, while looking at consumer behaviour food choices in a European context, that there is no alternative to food consumption in general, only starvation. Therefore food, in this general context, follows some different patterns as opposed to other material goods in the theory of consumer behaviour (Frewer, Risvik, & Schifferstein, 2001).

In the developed world, food has become a choice rather than a need. We choose different motives for optimizing either nutrition or enjoyment of what we are eating. Just like the general consumer behaviour theory, food choices from a European perspective can be difficult to generalize due to cross-cultural influences and food habits, as we make our decisions on behalf of a set of beliefs and responses to food (Frewer, Risvik, & Schifferstein, 2001). Common for all of us, is that we have the freedom of choosing from a huge variety of food products, that have added different decision factors from social, economic and scientific backgrounds into consumer food behaviour choice. The interpretation of these factors lies therefore deeper in the social understanding of consumer food choices and what drives this specific behaviour among the consumers.

Frewer, Risvik and Schifferstein characterize in their book about European perspective of Food Choices, that these influencing factors can be linked to three main groups or motives. These groups either relate to the society, the food itself or the person buying it. Each group contains influential factors that might play a role in the decision-making of a food purchase. The Food itself concerns attributes directly linked to it, such as packaging and nutrients. People is related to the person (*individual*) buying the food, such as: self-identity and body consciousness. Society involves a wider perspective, such as marketing, general economy, policy, culture and values (Frewer, Risvik, & Schifferstein, 2001). All of the factors are illustrated in their framework-model below regarding food choice behaviour together with the three overall groups.

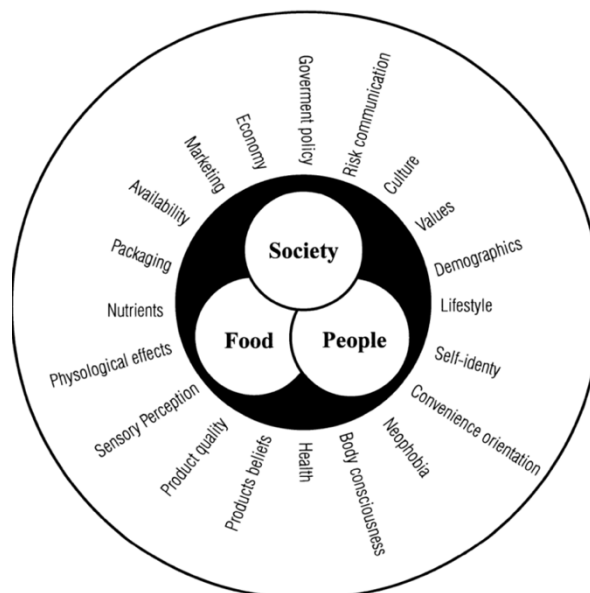


Figure 6: Framework for the study of human food choice behaviour showing the 3 main groups/motive and their influencing factors, model by Frewer, Risvik & Schifferstein, page 6. 2001.

Frewer, Risvik and Schifferstein argues, that any food choice decision is made within a broader context in the minds of the consumers background, regarding either society, food or personal motive. But they do not dismiss that all of the groups might very likely be in play at the time of the purchase. Knowing these factors and how they may influence consumer food choice decisions, other scholars look at food choices regarding consumer knowledge about the product (Verbeke, 2008). We live in a society more informed than ever, and access to knowledge has never been easier. Wim Verbeke, in her research regarding the impact of communication on consumers food choices, analyses how different information about food influenced the consumers' food choices in the European market.

Her results showed that the extra added information about price, taste, texture, availability and convenience had nearly no influence on the food choices of consumers. She used Denmark, Spain, Poland and Belgium as her study markets, and these types of information were in general out-ruled by topics related to health and nutrition, which had a bigger impact on the consumers and their food choices when they were provided this type of knowledge (Verbeke, 2008).

“Much of today’s food-related information may be either irrelevant to or simply overloading consumers, and therefore risks resulting in ignorance, indifference, boredom or misunderstanding” –

Wim Verbeke, 2008

Wim Verbeke’s study also indicate that consumers look for new information that could contribute to their general subjective and objective knowledge, and thereby clear up any doubts about food related questions, that they might have. Such efforts are, according to research, expected to have a higher chance of influencing the food choice and food behaviour of the consumers in Europe (Verbeke, 2008). The literature shows that there can be different groups/motives for a behaviour in extension with a food choice influenced by different factors related to the group (Frewer, Risvik, & Schifferstein, 2001). However, it seems that certain information can have a significant impact on consumer choice in Western Europe when it comes to food products (Verbeke, 2008).

As Realfooding is a new food trend happening in Spain right now, the third part of the literature review will focus on the consumer behaviour in relation to previously observed food trends in order to search for patterns that can support future conclusions regarding Realfooding. This search is done to figure out the different motives of food trends, from the perspective of the common knowledge regarding consumer behaviour theory and food choices.

4.3 Consumer behaviour: Food trends

Before starting this section, it is important to understand that there has been an endless amount of food trends in the modern world. From smaller sub-trends to worldwide spread food trends, and Realfooding is now one of them. In general, food trends are defined as a widespread change in food preferences. In order to be considered a trend, it has to prove itself as long-lasting and not just a fad, which can be an important influence on food preferences but only in the short run, such as weeks or months, but not long enough to be considered a trend (Foodrepublic, 2016).

This thesis focuses on Realfooding, and it would have been essential to look into the literature regarding Realfooding and consumer behaviour, but no research has ever been made into Realfooding in relation to consumer behaviour, which is also the reason why this part of the literature review focuses on different food trends instead. The idea is that the general influence of different food trends shares similarities and patterns, which can be used as a foundation in Realfooding.

Realfooding has previously contributed to other theoretical fields in its relatively short lifespan, such as marketing with: Influential marketing & brand connection (Sanmiguel, 2020), The effects of advertising on Instagram (Autonell, 2019), The value of healthy eating influencers on Instagram (Alonso, 2018). Or in the field of nutrition with: Ultra processed - the new tobacco (Martínez Ginés, 2019) & Child nutrition education: Obesity and overweight (Rodríguez, 2019), but have never been studied within the field of consumer behaviour.

Therefore, this literature will review the focus on trends, that are acknowledged in Spain; such as veganism and sustainable food (*also referred to as whole food*), with the purpose of clarifying some of the patterns these food trends follow, and how they have influenced consumer behaviour in order to theorize the idea towards Realfooding. Both of the food trends are in today's world million-dollar industries with communities, commodities, shops, restaurants etc. and with millions of followers worldwide. The scale of the trends also ensures a significant amount of data and researches in relation to consumer behaviour, which is the aim of this part of the review.

Sustainable food consumption is one of the trends that has experienced a significant growth in followers in the world. The trend especially feeds from the increasing interest in climate change that the world faces and experiences every year and attracts many followers (Verain et al, 2012). The trend is related to minimizing the carbon footprint during the diet by looking into the food production and processes, usage of water, energy, transportation etc. The main objective in sustainable food is to “*save the world*”, which

also makes the motive for its followers mainly environmental (Verain et al, 2012). Though other researches also state that the motives can involve more self-realization identifying motives to the food trends (Johnston & Szabo, 2010). In this case, consumers see themselves as modern citizen-consumers who are more likely to enjoy the fact of being linked to terms such as a local and organic food behaviour rather than thinking of the world as a whole (Johnston & Szabo, 2010). Other research states that the motives behind sustainable food is the higher level of trust in the production of the food by the society, such as pesticide-free and local grown as well as supporting the local economy (Thilmany, Bond, & Bond, 2008).

It is clear that there are different interpretations from scholars on motives related to sustainable food behaviour and it would be fair to argue that many of them have a point and probably different factors in the form of attributes and decisions lies behind the consumer behaviour. The same is the case for one of the world's most emerging and famous food trends: veganism.

Veganism is defined by Vegan Society, the world most influential voice in the vegan society, as:

“Someone who tries to live without exploiting animals, for the benefits of animals, people and the planet” - Vegan Society.

Veganism is a plant-based diet, where you do not eat or consume anything coming from animals, neither meat, milk, honey, wool, leather or eggs for example (Vegan Society, 2019).

Veganism is today one of the world's biggest and well-known food trends. For many years vegans has been viewed strictly from the perspective of what one eats. But the newer research indicates that there are different aspects to take into account while analysing veganism. Scholars categorized it as: health vegans, environmental vegans or ethical vegans (Greenebaum, 2012). Jessica Greenebaum indicates in her research regarding veganism that it depends on which type of vegan group the consumer belongs to and the different types of motives lying behind following the food trend.

In her research, Greenebaum states that various different motives influence the choice of becoming a vegan. For an ethical vegan it is about the whole vegan experience, also categorized as a lifestyle vegan. Doing as little as possible to make the world suffer. Health vegans eat a plant-based diet. According to research, this type of vegan can perfectly go back to eating meat, after they have achieved the goal that they wanted with their plant-based diet. This motive greatly distinguishes them from the ethical vegans, who, according to research, follow a stronger societal food behaviour towards veganism and are following

a vegan diet due to a higher goal. This is compared to the more personal decision, from the perspective of health vegans, which is more in their own self-interest (Greenebaum, 2012).

Environmental vegans, on the other hand, focus on the climate and minimizing the carbon footprint on the earth. Rather like sustainable food followers, but the environmental vegans admit that meat/animals are a big contributor to the climate change, and for that reason, they cut it out of their diet (Greenebaum, 2012).

Research shows us that there can be various reasons for following a food trend. Either societal, food related or more personal self-interest motives. This fits in very well with the overall food choice behaviour theory idea from Frewer, Risvik and Schifferstein and their human food choice behaviour model presented earlier in this literature review, as well with the general consumer behaviour theory by Solomon, Bamossy, Askegaard and Hogg and their idea of looking at consumer behaviour, from different fields and levels, from micro to macro, individual to social purpose. Therefore, is it also fair to assume that the same pattern is relevant when you look at Realfooding as a food trend from the perspective of consumer behaviour and food choices.

Nevertheless, these food trends have had a big influence on the food industry worldwide, and are today influencing industries, business-models, and societies within the food sector. Something that has changed the consumer behaviour of millions of people around the world and the food choice decision behaviour and their preferences. By looking at Realfooding, which today already is a more widespread food trend in Spain than veganism and vegetarian combined (Díaz, 2019), it is adjacent to believe that the influence on the society is just as influential as veganism and sustainable food – if not more so. Newest research presented in February 2020 by the international consulting group Nielsen, experts on consumers and market data at HIP2020, one of Europe's most important Hospitality and Food fairs attest to this. They showed that Realfooding has a very strong hold on the Spanish society, with 9% of the population categorized as strict followers, and up to 24% of the population as moderate followers of the food trend, without clarifying the definitions of the two categories (El Mundo, 2020). This specifies the huge influence Realfooding has gained on the Spanish market and its consumers, and it is very likely the most influential food trend in Spain at this time, based on the numbers presented by Nielsen.

4.4 A cultural view of Spain

My intention is to target this research as specifically as possible towards Spain, as previous material has had its focus merely on the European perspective. This section will contain a short cultural perspective regarding Spain. The main focus will be on national culture and behaviour. It is important to mention that, culture and behaviour can be difficult to generalize. This is something that cannot be neglected and has led to many arguments and discussion between scholars within the cultural field (Lewis, 2010).

It is essential to understand, while observing Spain, the dimension within the country. We probably only have one in Denmark, but we have several within Spain. To understand this, it is important to look at the different aspects influencing the situation in Spain. The country has a population of around 48 million. Those are spread over 17 local regions. There are four official languages in Spain: Castilian (European Spanish, spoken all over Spain), Catalan (The official in the region of Catalonia), Basque language (in Basque country) and Galician (in Galicia). Furthermore, Spain was the last Western Europe country to break free of dictatorship (1975), and a major part of the population has had its upbringing during these times, as well as the older generation still remembering the brutal Spanish civil war from (1936-1939). These events have undoubtedly affected the Spanish society and the national feeling (Comellas, 2015). This is something different from elsewhere in Western Europe. Spain is the only country without lyrics to their national anthem and who have a flag which is strongly associated with the right-wing nationalist, monarchy (which is fairly unpopular in Spain) and Franco (dictator from 1939-1975).

Therefore, when we talk about a common national culture, which is the norm while analysing a country culture, it is important to understand the difference within a country as controversial as Spain. Basques and Galicians are similar in many ways to Nordics cultures (Benelux or Scandinavia), whereas Catalonia identifies more as French/Italian, where a big part of the regional language comes from, or even as a sub-intercultural influenced by many different cultures (Lewis, 2010). These differences, both cultural and historical, have also led to many internal regional conflicts in the country, latest seen in the Catalonia independence conflict. Despite these differences, scholars still point out many cultural similarities in Spain, and it will be within these cultural values and behaviours, that this thesis will have its focus due to Realfoodings attentiveness to all of Spain (Álvarez, 2019). A lot of research has been made into consumer behaviour in Spain, especially due to the great interest in the market, as Europe's fourth biggest economy and by many European companies seeing it as the gate to a Latin American market (Lewis, 2010).

Spaniards are generally seen as sociable people. This also seems to play an important role in consumer behaviour. Nadhem Mtimet and Luis Miguel Albisu, in their research into Spanish consumer behaviour

towards local wine brands in 2016, imply that the information and knowledge about the wine and the company, is the most important attribute for a Spanish consumer, as well as knowing about the production process. They value transparency and honesty (Mtimet & Albisu, 2016). Similar results were discovered in the Spanish consumer behaviour case study regarding olive oil, made by Espejel, Fandos and Flavian in 2009. Their results showed that the most proficient way of gaining the loyalty of Spanish consumers and thereby influencing their purchase decision were through adding essential knowledge about the process of the oil, together with information about the product such as: its origin and type of olive and personal information about the company or even owners (Espejel, Fandos, & Flavian, 2009).

These results are similar to the idea of Wim Verbeke. Her results, regarding general food choice decision, also show that by contributing information, both subjective and objective, to a given food product this increases the chances of establishing a relationship with the consumers. They also support the same general cultural theory regarding Spaniards by Lewis, which characterizes Spaniards as being proud, romantic and less complicated in their way of understanding, behaving and interacting in general. They want honesty, history and romance and, if delivered, companies can expect to receive the favour back according Lewis (Lewis, 2010).

“For many Spaniards point of honour is the most important word in the language. They may be poor, but they are noble. They may have been in jail, but they are honest. They may be unpunctual, but they are true. They may owe you money, but they are sure to pay you when they can. They may have failed, but they cannot be humiliated.” – Richard D. Lewis, p. 272, (2010).

With the theoretical and cultural knowledge presented in this section, a fundamental foundation is created to be used in the next part of this research, that will be focusing on analysing the collected data from the conducted interviews and netnography in a case study regarding Realfooding.

4.5 Interpretation of the literature review and Realfooding

This section focuses on the findings and understandings presented in the literature review above, as well as the knowledge about the concept of Realfooding. The idea of the section is to reflect over the findings and thereby obtain a new understanding of the field. It is also used as a sub-conclusion, where my current understanding of Realfooding will be put into perspective of the interpretation of the literature review.

The interpretation of consumer behaviour in relation to food choices and food trends is, that different motives may be influenced by essential factors regarding consumers' food preferences. These motives can be analysed from either a societal, food or personal perspective (Frewer, Risvik, & Schifferstein, 2001). The factors of each motive underlie different attributes, that each individual consumer or consumer group may value things, in a higher or lesser extent, depending on what is important to the individual or group (Soloman, Bamossy, Askegaard, & Hogg, 2006). Findings from the literature review also indicate that knowledge regarding the process, nutrition, locality etc. is highly valued by many consumers in Western Europe and it is something they consider important in order to choose which food product they prefer (Verbeke, 2008).

These findings may very well correlate to Realfooding, which is a highly informative trend, providing its followers with different kinds of nutrition knowledge with a focus on the manufacturing process of food and their search for honesty (Rios, 2019). Though, by looking at different food trends and the overall theory regarding consumer behaviour and food choices, it seems that different factors influence different groups of followers of a food trend (Greenebaum, 2012).

This idea of knowledge, and how it may influence the consumers is of certain interest. My new understanding and interpretation of the field can therefore, most likely, also be transferred to a food trend like Realfooding. Just like other trends it cannot be denied that Realfooding also has a different group of followers with different motives for being a Realfooder. No previous research in relation to consumer behaviour has ever been made on Realfooding and the aim of the case study will be to search for patterns. Even with the knowledge from other food trends, it seems that general food knowledge is a main influencing factor, seen in both sustainable food and veganism (Verain et al, 2012) (Greenebaum, 2012). The motives it is influencing may be either more societal or personal or even perhaps both from the perspective of the consumers (Verbeke, 2008). These considerations are illustrated in figure 7 below.

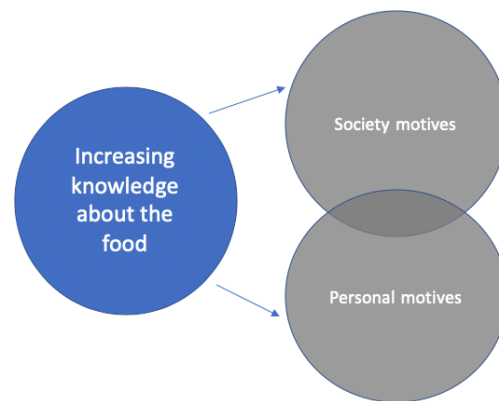


Figure 7, own manufactured. Interpretation of influencing factors, inspired by Frewer, Risvik & Schifferstein and Wim Verbeke. Show how increasing knowledge regarding food influences society and personal motives in food choices without dividing the motifs as these may overlap.

As illustrated in figure 7, specific knowledge about food concerning the process, nutrition, origin, etc. seems to be a common interest amongst the motives, whereas more general commercial knowledge such as price and package have little influence (Verbeke, 2008). Furthermore, there might be either a more societal or personal motive towards the food trend behaviour from the consumers, but it cannot be concluded that these motives do not correlate or share patterns. Therefore, we cannot say that these motives (society & personal), are not being influenced at the same time. Nonetheless, the studies in this literature review indicate that different groups in society tend to belong more to one of the motive groups than another.

All scholars agree on how knowledge contributes to a higher understanding and therefore increases loyalty regarding food choices and towards a food trend. This idea of how certain knowledge influences consumer food choices and trends may also be the case of Realfooders. Realfooders may also have a greater societal or personal factor which determines their choices, this is yet to be found out, in order to understand how Realfooding has influenced the consumer behaviour in Spain. In the following section, a case study regarding Realfooding will be carried out. Its foundation and starting point will be from the perspective of the findings and new understanding that have been obtained from the literature review. The aim is therefore to cover the uncertainty that I still have and sub-questions arising regarding Realfooders and Realfooding.

5. Case study: Realfooding

This thesis case study is based on Realfooding and how it is influencing the consumer behaviour in Spain. The essential point is to gain a deeper understanding of a phenomenon by using and analysing multiple sources of qualitative data (Yin, 1984). The usage of case studies in qualitative research method has increased in popularity among scholars during recent decades. This method is especially used in the field of social sciences in relation to economic studies, but can also be applied in various of study fields depending on the approach (Yin, 1984). Case studies can either be singular, where the focus is on a specific issue selected from one single case, or multiple, where the focus is on a specific issue selected from several cases or intrinsic, where the focus is on a specific a case rather than the issue. General for all types are the overall definition and the object of the study. Collin Robson defines case studies in his book, *Real World Research*, as:

“Case study is a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real-life context using multiple sources of evidence” – Robson, 1993

The essential part is that the researcher focuses on a phenomenon, as Robson describes as *something that is going on*, something happening now. This phenomenon can either be a person, organization, movement, event or group of people. Furthermore, Robson emphasizes the importance of a real-life context. It is important that it is going on right now, and not looked at in a historical perspective (Robson, 1993).

This case study follows the intrinsic approach, where the general focus is on the case itself and not a theoretical issue. The aim is to gain a deeper understanding of Realfooding and its followers from an explorative perspective. The case study contains multiple types of data in form of a netnography research, conducted semi-structured interviews, as well as my own observations during the last 4 months in Madrid (from 1st of February 2020 until 1st of June 2020). My observations rely primarily on, the social group, of which I have been a part during my time here, where selected people of the group identify themselves as Realfooders. Those observations will primary be used as *knowledge* in order to ask more qualified questions in my interviews, as well as improving my own understanding of the concept Realfooding. It will therefore not have a separate analytical part of this research as the netnography research and semi-structured interviews do.

5.1 Netnography: Realfooders online

Netnography has been used as a consumer behaviour and marketing research approach since the late 90's. Netnography focuses on information found online and is used to identify and understand the needs and decision of an online community, in this case Realfooding. The idea of this analysis is to gain a deeper understanding and interpretation from the perspective of the Realfooders.

In order to create this, a brief overview of the chosen online platform will be provided. Previous parts of this thesis have focused on the concept of Realfooding. It is important to understand the concept and have knowledge about the principles, as well as the objective of phenomenon. This will help structuring and manoeuvring around in the online community. The previous part has therefore functioned as the section providing the pre-understanding of the new phenomenon of Realfooding and will help me in the future process in order to understand how users communicate on this online platform.

5.1.1 *Entrée and structure of the platform*

MyRealFood_App provides the interface forum for the users and for this analysis. On the platform Realfooders have the opportunity to interact in fundamental forums created by Realfooding with focus on communication and experience between Realfooders. The users can either make a post, comment or like a post on the platform. The platform includes nine general forums. In order to gain access to these forums, the user needs the application (*which for now only is available in Spain*) as well as a social network profile, which, in this case, can be a Facebook profile or a profile created directly through Realfooding. I used my Facebook profile as well as having a Spanish phone that allowed me to use the application. It is possible for the followers to subscribe to more than one forum at the time, which makes it difficult to determine the exact number of active profiles on platform.

(Forum 1) *Yo me quedo en casa – I stay home*. Spanish slogan, focusing on Realfooders life during the COVID-19 crisis. The forum represents the experiences and struggles of being a Realfooder during the quarantine time in Spain, which has been one of the hardest affected countries in the world during the crisis. The primary post are food pictures. Pictures of what some of the users are eating right now along with a motivational message to the co-following Real food community. The forum has more than 32.000 subscribers.

(Forum 2) Recetas – Recipes. This is the most subscribed forum on the platform with more than 175.000 subscribers. The forum contains pictures of meals and recipes and it is used by the Realfooders to share and exchange Realfooding recipes.

(Forum 3) Estilo de Vida – Lifestyle. The forum has more than 50.000 subscribers and once again, the pictures of the food seem essential and nearly all the posts contain these pictures. What is different from previous forums is that most of the users add a small text of why they have chosen to prepare this specific meal. This seem to have a emotional attribute, which could be because the meal was the favourite of the grandmother, or the “tapa” that they used to eat in the village as kids. Some also refer to weekdays and tend to post pictures of homemade cakes, pizzas etc. at the weekends.

(Forum 4) Dudas – Issues. The purpose of these forums is to share knowledge and issues about Realfooding. The forum has more than 37.000 subscribers. In this forum, there are no pictures of food or recipes but rather questions about Realfooding. Most of the questions are about how to make a dish, or questions about food and nutrition. Some of the questions also concern the Realfooding lifestyle such as how users manage to structure the 90% / 10% Realfooding diet or how they structured the grocery shopping routine. The forum is especially interesting because of the many interactions between users. Most of the posts have between 5-10 responses, which is more than in the other forums, where the main interactions seem to be more likes and fewer comments.

(Forum 5) Pierde Grasa – Losing fat. The fifth forum has more than 36.000 subscribers. The foundation of this forum is for the users to share meals and recipes they use (within Realfooding) to lose fat. Most of the posted pictures come with a small explanation from the user on why this particular meal works in order to lose fat, and of course how to make it. It is important to understanding that the focus is on losing fat but not necessarily weight, which is another important parameter in Realfooding.

(Forum 6) Muévete – Move. The forum has more than 20.000 subscribers. The purpose of this forum is for Realfooders to share their experience of exercising. On the forum, the users post the exercising programs, and how to combine exercise and Real food. What is curious is that, despite having fewer subscribers it is one of the forums with most likes. Normally the users receive 10-20 likes for their posts, which indicates that the users in the community appreciate the post.

(Forum 7) Infantil – Kids. This forum focuses on how to live as a Realfooder with small kids. The users normally post their experiences on how they prepare meals for kids. Their posts normally contain what the dish is and how old their kid is. The forum has more than 17.000 subscribers.

(Forum 8) Memes. The forum has more than 11,000 followers. Here, the users share memes mostly related to Realfooding but not necessarily, other popular jokes/memes are about food in general and politics. There is a great deal of humour associated with the forum and it seems to be spreading joy and connects the users through humour.

(Forum 9) Comunicados – Communication. This forum is controlled by the movement Realfooding and they are the only *users* that can post in the forum. The number of subscribers is not public. Realfooding post their newest findings on Realfooding, general information about food, brands, lifestyle and recommendations.

To structure my search for data more efficiently, I started skimming each forum to get an overall view of the amount and types of posts each forum contains. By doing that, I created an insight into which forums covered the more important type of data for this thesis. While it is possible to argue that all of the nine forums, at some level, create some sort of general overall themes regarding Realfooding, I searched for relevant context by applying Charmaz search criteria:

- (1) What is going on: The skimming process in all nine forums created the fundamental understanding on what was happening in the online community
- (2) What are people doing and what is the person saying: Looking at the posts in order to create a general overview of the statements and users.
- (3) What do these actions and statements take for granted: What are the users posting and what do these posts imply.
- (4) How do structure and context serve to support, maintain, impede or change these actions and statements: Focusing on context serving the purpose of the research by ellecting fourms telling more about the behavioural aspect of Realfooding and its followers.

This process and consciousness helped me focus on elements of understanding and interpretation of Realfooders behaviour. My skimming process took one week, from 30th of March 2020 until 5th of April 2020, helping me get an overview of the huge amount of data across all forums where more than 5.000 posts were published during that time period - nearly 1.000 posts per day.

5.1.2 Analysis and interpretation

After gaining an insight into the amount posted and what the different forums contained, I chose to concentrate my focus on the forum *Dudas – Issues*. I chose this forum due to the higher level of interaction between the users and the relevance of the context, where the main focus was on challenges, issues and experiences in Realfooder, and thereby opened up to more extensive conversations, rather than pictures and self-promotion. Having said that, it is important to emphasize that I did not neglect the importance of the other forums and what the observations have provided me. These observations will still contribute to the general findings and the new understanding from an overall perspective of Realfooders.

When I started looking into the forum Dudas, I chose two days for sporadic searching for content. One weekday and one day at the weekend. This was done to gain access to the different types of conversations that might be during a weekday and weekend. I chose the post and comments that I found relevant for my research question and organized it in a table by colour-coding patterns. As patterns emerged from the collected statements, overall themes were created from the perspective of how Realfooding has influenced the consumer behaviour in Spain by looking into different kinds of consumer profiles within the concept of Realfooding. During the research I kept my position as researcher as a neutral subscriber. I did not post or comment anything in order not to interfere with the outcome or reveal my position as researcher.

5.1.3 Findings

This section of the research presents findings from my analysis of the Realfooders interaction on the Realfooding platform. In order to illustrate the findings that is generated from this netnographic research two general motive types of Realfooders have been created, based on their reactions, statements and interaction on the platform. My findings indicate that Realfooding appears to stimulate the more personal motives of the consumers, with factors such as personal health, self-identity and lifestyle. This seems to be influenced more by social motives, compared to the previous presented food trends in the literature review, which contained both type of motives, personal and social (Greenebaum, 2012). Through my analysis, I found that two different types of consumers can be generated from the netnographic research

and the pattern in coded collected data. Statements from this analysis and the division are shown in table 2. It is important to mention that the table serves as an overall extract of collected data. The Realfooding forum contains more than 1000 posts per day, which would make the table incomprehensible and too comprehensive for the overall purpose of this thesis, which is to show my methodological procedure and coding in relation to my findings. The statements are originally written in Spanish but translated into English to provide a better understanding of the content.

The health dietitian Realfooder	The self-indorsing Realfooder
Benefits and problems with honey. A long argument between users regarding the quality of sugar focused on honey and fruits. <i>(53 comments)</i>	This is how I structure my Realfooding life with the 90 / 10 principle (picture of 3 dishes). Stay motivated friends and be healthy. <i>(11 likes)</i>
Suggestions on how to start drinking tea. Starting drinking tea instead of coffee and which brands/types are better than other. <i>(73 comments)</i>	I have been a Realfooder for 8 months now, and I have never felt better with myself. Live healthily, stay fit and be true to yourself (picture of the user cooking). <i>(17 likes)</i>
Which products users use meditation and why. In order to feel more connected with mind and body the users describe which food products they consume. <i>(38 comments)</i>	If you search for inspiration to be a Realfooder you can follow me on Instagram @. I post picture and stories on how to live a healthy lifestyle. <i>(9 likes)</i>
Alternative blogs for Realfooders in order to gain new information/knowledge regarding real food and how to optimize the lifestyle. <i>(32 comments)</i>	Realfooding is easy if you follow its principles (picture of dessert dish). For me it was a smooth transformation to Realfooding lifestyle. <i>(16 likes)</i>

Table 2. Own manufactured. The table presents statements found on the Realfooding platform, and how these created the pattern for the two generated consumer profiles.

The health dietitian Realfooder

The first group of Realfooders, discovered during the netnographic research, is the health dietitian Realfooder. The group has a sincere interest in gaining as much knowledge as possible about nutrition rules, guidelines, diets and recipes, all within the scheme of Realfooding. They embrace the concepts of living healthier, losing fat and searching for a more spiritual connection to their body by taking care of the body, the Realfooding way. Among the consumers it is vividly discussed how to connect a diet and an exercise plan, how to optimize your own Real Food plan, find the best supermarket and products for Realfooders and find out which products other members of the group prefer and recommend.

The group seems to have a very strong belief regarding the purpose of the movement Realfooding and interaction with this purpose through their lifestyle and constant search of knowledge and improvements. They use positive words such as energy, happy, wonderful, trust and healthy in their online interactions while describing Realfooding and their life. This group also has a high involvement in the community of Realfooding and they are the type of consumer who interact the most on forums. At the Dudas forum there is great help offered to other members who have questions about Realfooding and the lifestyle in particular. These are often about food habits, products or doubts and are, in general, answered with multiple answers and solutions. The answers seem to be a way of satisfaction, as a higher achievement of knowledge within Realfooding, and it does often have a positive or encouraging message to despairing people. The answers seem to have a fair amount of knowledge, as they often go into deep details while describing the benefits of a product or nutrition and how they manage their food habit and lifestyle.

The self-indorsing Realfooder

The second group of Realfooders, discovered during the netnographic research, is the self-indorsing Realfooder. In contrast with the health dietitian Realfooder, this group of Realfooders do not seem particularly interested in knowledge. We are dealing with a group that contributes in the Realfooding community in other ways. The self-indorsing Realfooder is more focused on other attributes that seem especially close to themselves, even when interacting on the platform. They still live a Realfooding lifestyle, but from the perspective of it being a trend and fashionable at that time. Messages often contain pictures of the food or themselves, hashtags and generally appear more self-promoted include references to themselves.

This group might not be the strong core of Realfooders, holding together the values and vision, but most likely, they are the most common when it comes to the number of followers, as it seems to be the main

group in many of the forums. The self-indorsing Realfooder appears to thrive well with the more flexible terms provided by Realfooding such as the 90% 10% rule, and the heavy interaction and popularity on social media for self-indorsing. The easiness and availability as a Realfooder come along well with these conditions. These factors provided by Realfooding do not appear in any of the other popular food trends looked at in this thesis. These often demand higher sacrifices, for example in the context of meat for Veganism or Vegetarians.

The essentials of the consumer group the self-indorsing Realfooder, is that they use Realfooding for a clear personal gain, related with self-identity, conveniences-oriented lifestyle, rather than body consciousness, health, beliefs and values in comparison to the health dietitian Realfooder.

5.2 Interpretation of the analysis

After my analysis of the users on Realfoodings online platform, I found them divided into two general consumer groups. These two groups had different patterns and traits in their way of interacting online and seemed to have different motives and perceptions of what the meaning of being a Realfooder really is. Having said that, it is not to say that the two groups are contradictions or poles, some of the Realfooding users may very likely levitate between these two groups, and it therefore just indicates the different attitudes and understandings that are expressed in each group. This idea is illustrated in figure 8, where the outline circle (*circle 1*) represents the total amount of motives within the idea of a personal motives, presented in the literature review by (Frewer, Risvik, & Schifferstein, 2001). The two circles inside (*2 & 3*) represent the factors of each group.

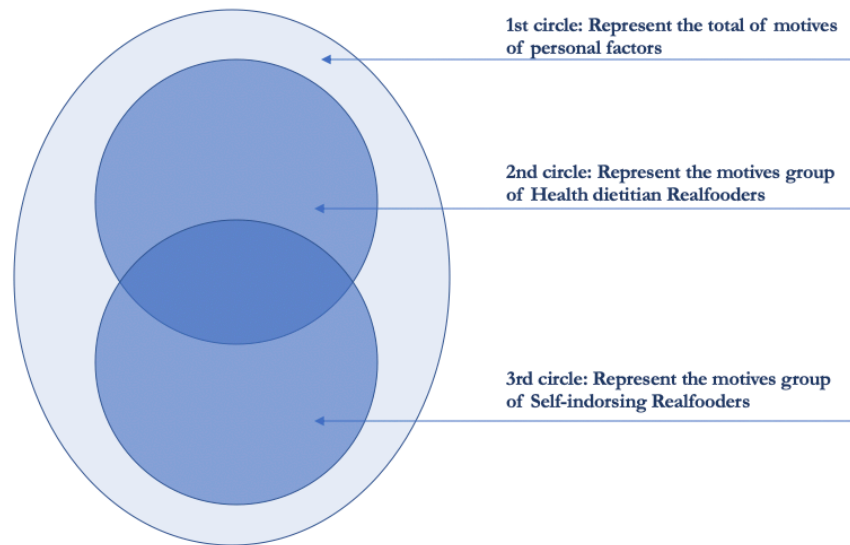


Figure 8. Own manufactured. Illustrated the findings from the netnographic studie and the type consumer types, represented as circle 1 & 2, which appear within the personal motives represented as circle 1.

These groups might correlate for some users, which share a bit of both, this is illustrated as the smaller overlapping part of the two circles. The illustration represents the idea of Realfooding as a food trend connected highly with a personal motive rather than a higher societal motive.

My new understanding of Realfooding and their followers is that Realfooding, first and foremost, creates a close association with factors of a more personal degree compared with other food trends studied in this thesis. These trends did, to a greater extent, also have some form of societal motive when analysing veganism or sustainable food (Verain et al, 2012) (Greenebaum, 2012). This idea emerged by extension of the larger proportion of Realfooders having a greater self-realization need, which I perceive and understand as something that is more likely to change along with a trend to disappear or fail in popularity, rather than a societal motive. It is, therefore, fair to ask the question: is a personal motive, to a greater extent, weaker than societal motives, as the sacrifice of following them seems less strong. For example, in the case of giving up meat as a vegan or vegetarian. This, for many, a ultimatum which can be hard to comply with, only from the perspevtive of personal motives.

If this is the case, this could be a significant factor when considering the rapid and major distribution of Realfooding in Spain. Daniel Kahneman's widely accepted and acknowledged theory of behavioural changes in humans, argues that in order to create a behaviour change, it requires that the concept must be straightforward, logical and uncomplex to pursue and thereby create the foundation of a smooth

transition for the consumers (Kahneman, 2013). Realfooding has managed to create this transition for its followers, by creating a food trend with a flexible framework, where it is possible to “sin” and without significant sacrifices for its followers, who may not have felt strongly committed to the cause when they first joined, but have been won over little by little.

My understanding of Realfooding is that it has influenced the behaviour of its users based on personal motives that can be divided into two primary groups, that is presented on behalf of the netnographic analysis. The health dietitian focuses on health, body consciousness, values and beliefs in their behavioural change of becoming a Realfooder, whereas the self-indorsing Realfodders focus on self-identity and conveniences-oriented lifestyle. This new understanding of the phenomenon is what sets the agenda for the next part of this thesis, which deals with the analysis of the semi-structured interviews. The goal is to gain a new deeper understanding of Realfooding from the perspective of my informants and how Realfooding has influenced the consumer behaviour in Spain.

5.3 Interviews: Realfooders

This section focuses on the analysis of the semi-structured interviews. All informants have been cultivating Realfooding for a minimum of one year. All interviews were conducted after the netnographic analysis and the knowledge gained from the research is therefore used in the following analysis. The procedure for the interviews has followed the same approach as the netnographic research where the aim is to gain a new understanding of Realfooding and Realfooders. The pattern is found from the perspective of thematic coding just as in the previous analysis.

In the qualitative semi-structured interviews different patterns have been found. These patterns are coded and based on the principle of thematic coding as highlighted previously in table 3. The analysis from the netnographic study revealed two overall consumer groups with personal motives. However, findings from interviewers have shown me that there is a different approach to my previous considerations regarding Realfooding from the two consumer groups and their motives.

Informants	Statements (Patriotic)
Meritxell	“I think that in Spain it is very easy to find a wide-range of fresh product at a good price. In addition, for quite some time, many cooperatives have made it easier to buy good, fresh and organic products here in Spain.”

Lucia	"I think we are very aware of physical and mental well-being in Spain. And the Mediterranean diet is originally pure Realfooding. We are just going back to our roots. "
Inés	"It's like an eye-opening thing and is good to have someone to remind you that the Spanish kitchen is really rich and that if we come back to that original diet instead of following the America path, we would be a more healthy country because of our original diet, kitchen and culture ”.
Julia	"In Spain the Mediterranean diet has always been based on natural products and we do not usually eat a lot of bad processed food products"

Table 3: Own manufactured. Statements arguing for the benefits of Spanish traditions, culture and kitchen regarding Realfooding.

The statements above is of a more societal motive, rather than personal motives based on the selections and understanding of my informants. These statements indicate an idea that the Spanish culture and lifestyle fit Realfooding particularly well, as it was apparently the lifestyle that existed in the past. Furthermore, the statements show a degree of pride in Spanish values, traditions and food culture. Some informants mentioned that it is a culture that has been forgotten, but which the new generation of young Realfooders will bring back again thanks to Realfooding. These statements reveal a new type of patriotic approach towards Realfooding from the perspective of Realfooder that my previous observations from the netnographic analysis hadn't shown.

All informants also said that Carlos Ríos was the influencing factor for getting into Realfooding. They stated that they recognized the vast amount of knowledge and personality he adds to the movement and its followers. Especially regarding a healthy lifestyle, traditional Spanish dishes and how to live as a Realfooder in a modern society. They also describe the evolution of Realfooding from the beginning until today as a *mentalidad boca a boca*, which can be translated to a *word of mouth* strategy. This honest strategy has helped Realfooding spread within the Spanish society without commercials and hype, but as something Realfooders hear from a friend or neighbour as the statements in table 4 indicates.

Informants	Statements (Social media & honesty)
Raul	“Just at that stage, a friend gave me an Instagram video of a person (Carlos Rios) because we were talking about making homemade bread and she told me that this was done without additives. I became very interested in his nutritional lifestyle through his Instagram. What I discovered and realized was that I was not eating healthy”.
Inés	“Founder Rios is funny and really personal and relatable on social media. Social media is their way to connect with us followers, helping us with the expression of the movement ”...” It's one of the things I love about Rios and Realfooding, that it is based on information from a scientific study ”.
Meritxell	“A few years ago, on Instagram and Facebook, when the nutritionist Carlos Ríos began to publish studies and investigate what the Realfooding movement entailed, returning to real food, the food that had always reigned in the diet of our grandparents. I was struck by being able to read about this, as I find it very interesting.”
Lucia	"A year or so ago a friend of mine sent me a recipe from Carlos Rios and I began to follow the profile. I liked his movement, what he transmitted, and the scientific evidence attached"

Table 4: Own manufactured. Statements that declare the connection between Realfooders *boca a boca*. The influence of Carlos Rios and Social media.

In addition, the interviews also showed that the followers do not feel that they have made extra unwilling efforts in order to adapt to the Realfooding lifestyle, but that it seemed relatively easy to fit in with their lifestyle. They also praise the Realfooding 90% / 10% mentality, which makes it possible to *sin*, which they describe as extra important in Spain because of the social aspect where they meet for tapas and small gatherings with friends and colleagues weekly.

In general, the findings show a more societal motive compared to the results from the netnographic analysis, which seemed to be more personal. It seems that the followers of the movement have a much stronger bond to the movement from a societal motive and from nationalistic perspectives that are based on factors such as traditions, customs and values. This knowledge is particularly interesting, as Spain

undoubtedly is a proud nation with a long history. It is, as mentioned previously in this thesis, also a country that has suffered many divisions from the nationalistic perspective. Most recently in the major financial crisis back in 2008, which, to this day, leaves clear economic footprint in the country (Comellas, 2015). While looking at Realfooding from a more societal motive of consumer behaviour it seems to have a stronger hold on its followers than first expected. This is supporting the reason why Realfooders feel so attracted to the movement. As it is based on the idea of beliefs, values, traditions, and culture.

Besides the new findings, all informants also spend a lot of time explaining the health principle of Realfooding. Adding that having a Realfooding lifestyle helps them feel healthier, more energized, and in harmony and contact with their body.

Informants	Statements (The health dietitian Realfooder)
Meritxell	"I like to know that what I eat is good for my health, and it makes me feel good about myself."
Inés	"Normally it takes two months until you lose weight and after the diet you go back to your normal habits, the ones that have led you to that obesity. With Real food you don't. It's not a diet. It's a way of living."
Raul	"I think there are two components to motivation that keep you going. 1. The mental aspect: that you know that you are feeding your body with healthy food, providing it natural product. You feed your engine good quality energy to live from. 2. You feel physically much better. Since I started Realfooding I get less sick. Real food is closely linked to a healthy life."
Paula	"I am motivated about knowing that what I provide my body have a beneficial effect on health, feeling good about myself and eating what I like without getting bored, making recipes that are sometimes challenging."

Table 5: Own manufactured. Statements from the informants that support the idea of the group: Health dietitian Realfooder.

The statements in table 5 show that one of the most important factors associated with Realfooding is the health aspect. This was one of the main factors found in the netnography research and is also something

of importance in the interviews. Health has great relevance for Realfooding and is the key element when it comes to the relationship between the movement and its followers.

In the interviews, it has not been possible to find any patterns leading to the commitment of the group *the self-indorsing Realfooder*, which was a significant group in the netnography study. This may be because of the fact that these factors and this type of follower are expressed in particular online and relation to social media rather than through interviews where there is a much more personal dialogue and relationship between the informant and interviewer. However, some statements were still self-concerned, but not to a degree comparable to the findings from the netnography research. Yet, I still believe that this type of Realfooder exists and is essential for the whole understanding of Realfooders.

5.4 Interpretation of the case study

The aim for any given movement is to achieve changes by striving towards a common goal (Little, 2013), the movement Realfooding is no different, where the aim is to bring a healthy diet to the population by showing the corrupted food industry. For the past three years, Realfooding has managed to establish themselves as a significant food trend in Spain with millions of Realfooders following them. My initial understanding of Realfooding from past analysis was something that was strongly bound with the personal motives of their followers. But the latest findings from the interview show me that this idea is not to be totally accurate.

A new understanding of Realfoodings influence on the consumer behaviour in Spain, shows that there is a societal motive from the perspectives of the informants associated with Spanish traditions, beliefs and values. This understanding was observed during the semi-structured interviews where patterns of a more patriotic consumer profile of Realfooders appeared. This finding leads to three overall consumer groups within the category of Realfooders. These groups are influenced by different factors of Realfooding and therefore it appeals to different motives for a behavioural change. The understanding of the case study is illustrated in figure 9.

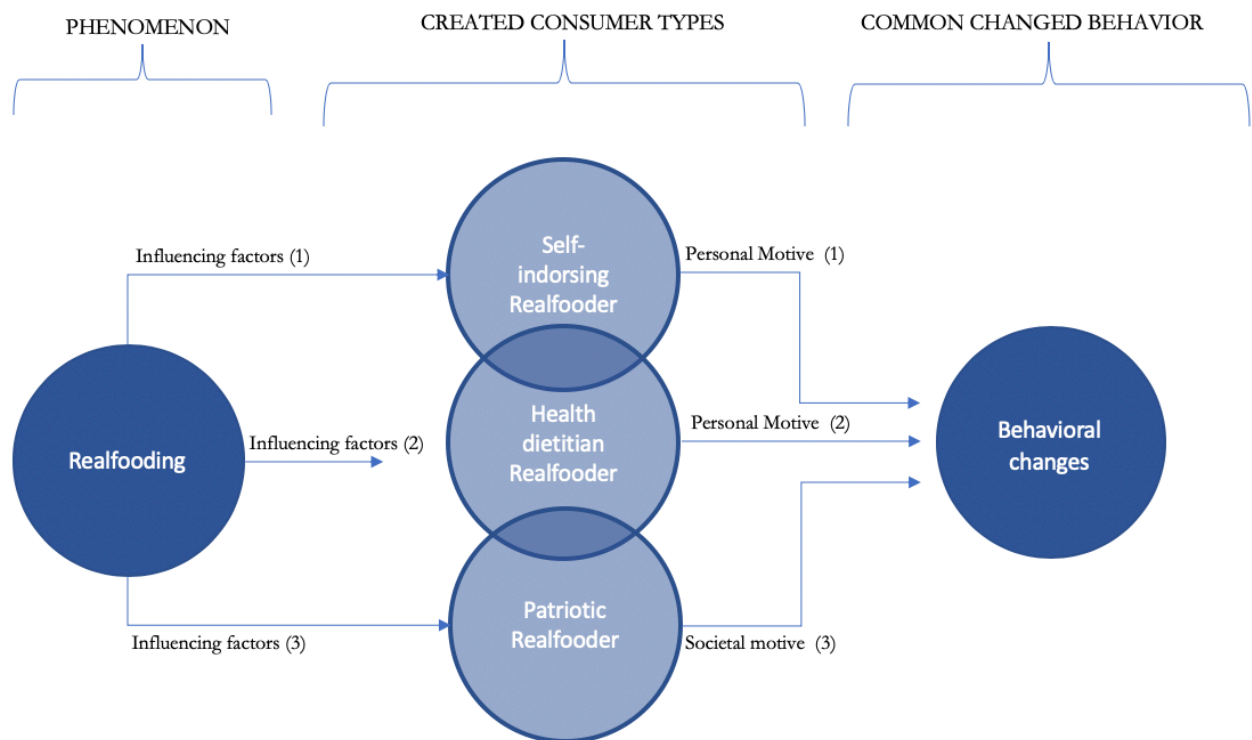


Figure 9: Own manufactured. Illustrates how Realfooding have created three overall consumer types by different influencing factors. The type of Realfooders thereby changes their behaviour because of different motives that leads to an overall consumer behaviour change.

The overall tendency is that Realfooding contains three main consumer profiles which have all been influenced by Realfooding by different factors. The self-indorsing Realfooder motivates of the self-identifying and convenience-oriented factors. The Health dietitian Realfooders from the health aspect, body-consciousness and nutrition knowledge. The Patriotic Realfooders from factors are tied to societal motives, such as values, believes and traditions. It is important to stress that some consumers may levitate between the consumer groups and share patterns from two or all of them. It is therefore not a one-to-one fix, but more abstract. Even so, findings indicate that Realfooders seem to belong more within one of the groups rather than others.

While analysing the results on how Realfooding influences the consumer behaviour in Spain, it seems inevitable not to focus on the issue of health, where Realfooding has provoked changes in the interpretation of a healthy diet in Spain. Realfooding has, since 2017, successfully provided the foundation of a general consumer group derived from different motives, but with an overall understanding of the importance regarding how crucial it is to avoid ultra-processed food. This

transformation created by Realfooding and their overall goal of bringing a healthy diet to the population through transparency, may very well have far greater influence in Spain than any previous registered food trend.

The reason for that is the determining criteria that makes Realfooding a flexible (targeting a large number of people in the population with a flexible concept), available (makes it easy to follow with a stable concept through technology that provides constant availability), and causal (followers do not suffer from sacrifices and find the transition easy) food trend.

6. Conclusion

The purpose of this research has been to gain a deeper understanding of Realfooding and how the food trend has influenced the consumer behaviour in Spain. This conclusion involves two parts. First part will contain the results and findings. Second part will contain a perspectivation, which will try to reflect about the findings and how these can contribute to further studies from another perspective.

That Realfooding has developed into one of Spain's most influencing food trends seems obvious. For the past three and a half years, Realfooding has managed to change the common understanding and knowledge in Spanish society regarding healthy diets to the principles created by the movement. This influence has shaped three overall Realfooding consumer groups in Spain: *The Self-indorsing Realfooder*, whose influencing factors are tied to convenience-oriented and self-identity. *The Health Dietitian Realfooder*, whose influencing factors concern body-consciousness, health and lifestyle. *The Patriotic Realfooder*, whose influencing factors concern culture, values, beliefs and traditions. These groups all follow the idea and purpose of Realfooding but are motivated differently. The different motives behind their commitment to Realfooding lay mainly in personal or societal motives but have led to a common consumer behavioural change.

The change in the common knowledge regarding health, influenced by Realfooding, has provoked a consumer behaviour change in Spain that focuses on health issues concerning the consumption of ultra-processed food and the benefits of a diet based on mainly raw or well-processed food.

This influence has worked as water rings and created a stronger societal bond tied traditional Spanish cuisine and forgotten national dishes. The new understanding is that the consumer behaviour in Spain is floating towards more local-minded consumer, who appreciate locality, honesty and transparency, which have been motivated by Realfooding and their overall purpose of exposing the dark side of the food industry, leading the Spanish consumer out of the matrix and showing the reality to the public.

6.1 Perspectivation

Just as in the case with another food trend, there is a maximum of success for Realfooding. It is unrealistic to believe that Carlos Rios and Realfooding one day will have convinced the majority of Spain to become Realfooders. Nevertheless, Realfooding has had a great success entering the *market* and changing the ideas in society towards a healthy diet avoiding ultra-processed food.

One of the reasons why Realfooding has been so successful and shows how big their potential might be is illustrated in figure 10. Realfooding is plotted in a diagram a long with three other food trends. The axis provides a matrix which uses the variables from easy to complex (to follow the food trend) and sacrifice to status-quo (how much consumers have to change in life).

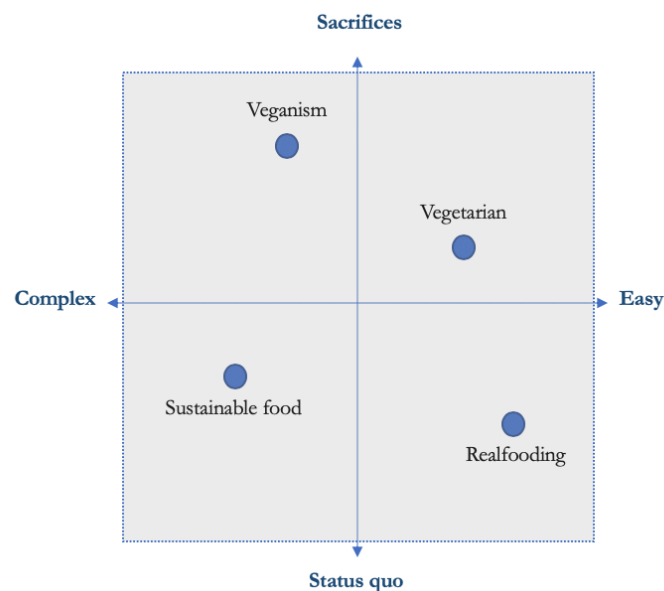


Figure 10: Matrix diagram, own manufactured. Showing the placement of different food trends on scales from complex to easy and sacrifices to status quo.

That Realfooding is both an easy food trend to follow (overall, stopping eating ultra-processed food) and that not requiring a lot of sacrifices (giving up meat for example), makes it a relatively soft food trend to follow, from the perspective of the total population, which naturally increases the number of potential followers for the movement. This makes Realfooding, in many ways, more *serious* for the food industry in Spain.

Realfooding has already influenced the consumer behaviour in Spain, but how it has influenced the food industry in Spain is another relevant question to ask, and a relevant further research to make. Studies showed that ultra-processed food comprised 70% of the total consumption in Spain in 2016 (Alimentario, 2016). The latest data show that this has declined to 64% in 2019, which is a fall of 6% (La Razón, 2020).

It is fair to assume that Realfooding has had a great influence in the decline of ultra-processed food in Spain. First of all it follows the same timeline as the movement, secondly the data from my case study show a high optimism regarding the contentious development of Realfooding, as well as Nielsen Consulting Group estimating 9% of the population to be Realfooders (El Mundo, 2020). The industry has already started using Realfooding in branding and marketing campaigns. An example is the two largest milk producers in Spain, Pascual and Asturiana, which actively have re-branded their design and changed their slogans to focus on Realfooding and the well-processed food as a reaction of the popularity of Realfooding (Asturiana, 2020) (Pascual, 2020). Another example from the industry is the Spanish restaurant chain Honest Greens, which follow the principle of Realfooding with unprocessed food from local farmers. They have received great support since their first opening in Madrid back in 2018 and later in Barcelona the following year (Europapress, 2019).

The signs are clear that Realfooding is making their impact on the Spanish food industry, but to measure the accurate impact and the consequences of it, further analysis would need to be made. Another interesting perspective of Realfooding is the opportunity to spread to other countries, as seen with many other food trends. For now, the food trend and movement are only active in Spain, but tendencies are starting in United States and Latin America to share the Real food pattern. Nutrition Insight, the world's leading publisher on food and nutrition, published a great section about Real Food as a food trend in their US Magazine October 2019 with the headline:

“People don't buy or eat science: Real food is the next sports nutrition trend” - (Nutrition Insight, 2019)

That Realfooding can be transferred to different countries seems very likely, but that it will follow the same patterns is more difficult to say - further analysis would be required in order to see how the movement and food trend would influence different markets. But, one thing is for sure, that Realfoodings influence on the worldwide food industry will be significant and lead to necessary changes.

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Appendix

Appendix 1: Interview guide

<p>Interview guide</p> <p><i>Briefing:</i> Presentation of me as an interviewer and the purpose of the interview and research.</p> <p><i>Framework:</i> Presentation of the framework of the interview.</p> <p><i>Presentation of the informant:</i></p>	<p>Who am I?</p> <p>Purpose for this interview.</p> <p>Approx. Timeframe, recording and anonymization.</p> <p>Roles in the interview.</p> <p>Presentation of the informant.</p>	<p>My name is Simon Lie. I am a master student from Aalborg University and studying Culture, Communication and Globalization. I am 27 years old and is currently living in Madrid.</p> <p>I am here in Spain to write my Master thesis which is about the Spanish food trend phenomenon Realfooding. The purpose is to get a better understanding about Realfooding and its followers.</p> <p>The interview is expected to take around 20 min. It will be recorded on my phone for the purpose of the transcription. Your name and age will appear in the research, but besides that no personal data will be published.</p> <p>My role is to ask you a few questions. You are always welcome to ask me questions or decline to answer any of my questions. Your only purpose is to answer the question as truthfully and sincerely as you can.</p> <p>Can you please introduce yourself: Name, age, gender and time being of being a Realfooder?</p>
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<p><i>Interview questions (Spanish):</i></p> <p>¿Por favor, cuéntame tu experiencia con el realfooding?</p> <p>¿Cuándo decidiste seguir el movimiento realfooding y por que?</p> <p>¿Como ha cambiado tu vida desde que te convertiste en Realfooder?</p> <p>¿Que te parece complicado de ser Realfooder?</p> <p>¿Que te parece fácil de ser Realfooder?</p> <p>¿Que te motiva para continuar con el realfooding?</p> <p>¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?</p> <p>Los estudios dicen que hasta un 25% de los españoles son Realfooders ahora, crees que este numero seguirá creciendo? ¿Por que?</p>	<p><i>Interview questions (English):</i></p> <p>Please tell me about your experience with Realfooding?</p> <p>When did you first decide to follow Realfooding and why?</p> <p>How has your life changed after you became a Realfooder?</p> <p>What do you find complicated about being a Realfooder?</p> <p>What do you find easy about being a Realfooder?</p> <p>What motivates you to keep following Realfooding?</p> <p>To the best of your knowledge, what do you think are the reasons for Realfooding's success in Spain?</p> <p>Research states that up to 25% of all Spaniards are Realfooders now – do you think it will continue to grow and why?</p> <p><i>Debriefing:</i></p> <p>We are about to end the interview now. Thank you so much for your cooperation. Is there anything that you would like to add or ask any questions before we finish?</p> <p>Once again thank you so much for your cooperation and time, it means a lot for my research. Have a nice day.</p>

Appendix 2: Transcription of interviews

Mertixell Uriel

¿Por favor, cuéntame tu experiencia con el realfooding?

Yo creo que desde siempre he optado por comer de manera sana y equilibrada. No recuerdo en qué momento empezó mi experiencia "realfooding" porque crecí en un entorno donde se primaba la comida real, una dieta equilibrada basada en producto fresco, con verduras, legumbres, carne y pescado.

¿Cuándo decidiste seguir el movimiento realfooding y por qué?

Hace unos años, por Instagram y Facebook, cuando el nutricionista Carlos Ríos empezó a publicar estudios y a investigar sobre lo que suponía el movimiento "realfooding", el volver a la comida real, la comida que desde siempre había imperado en la dieta de nuestros abuelos. Me llamó la atención poder leer sobre esto, pues me parece muy interesante.

¿Como ha cambiado tu vida desde que te convertiste en Realfooder?

No creo que pueda decir que mi vida ha cambiado, pues crecí en un entorno donde ya se comía comida "real", pero el hecho de poder leer estudios actuales que confirman las ventajas de comer de manera saludable me ha ayudado a entender mejor qué como y cuándo comer (producto de temporada, sustitutos saludables a los ultras procesados).

¿Que te parece complicado de ser Realfooder?

El tiempo. Cocinar de manera saludable para no caer siempre en las ensaladas requiere para mí tiempo y, cuando uno trabaja, necesita organizarse bien para poder comer bien y cocinar de manera más elaborada.

¿Que te parece fácil de ser Realfooder?

Creo que en España es muy fácil encontrar producto variado y fresco a buen precio. Además, desde hace bastante tiempo, hay muchas cooperativas que hacen más fácil poder comprar producto bueno, fresco y ecológico.

¿Que te motiva para continuar con el realfooding?

Me gusta saber que lo que como es bueno para mi salud y me hace sentir bien conmigo misma.

¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?

Creo que, cada vez más, los jóvenes están más concienciados y buscan volver a la dieta que nuestros padres y abuelos seguían hace cincuenta/sesenta años. El hecho de que haya tantos estudios/información, hoy en día, donde se habla de los beneficios de volver a la comida real también ayuda a esta concienciación.

Los estudios dicen que hasta un 25% de los españoles son "Realfooders" ahora, crees que este numero seguirá creciendo? ¿Por que?

Yo creo que sí, que cada vez habrá más personas que se sumen a este estilo de vida. Los jóvenes, especialmente, empiezan a entender por qué es importante tener unos buenos hábitos alimenticios y quieren saber de dónde viene lo que comen. Por eso, creo que ahora también empieza a haber una concienciación colectiva de apostar por producto local y ecológico, por un comercio más justo, unido a la voluntad de comer de manera saludable.

Lucia De Castro

¿Por favor, cuéntame tu experiencia con el realfooding?

A mi me ha ayudado a darme cuenta de lo engañados que estamos con los alimentos y todo por el marketing que tienen las grandes empresas de los ultra procesados que nos hacen pensar que son sanos. Además, me ha hecho darme cuenta de lo importante que es leer las etiquetas de los alimentos

¿Cuándo decidiste seguir el movimiento realfooding y por que?

Hace un año mas o menos una amiga mía me envió una receta de Carlos Rios y me puse a cotillear el perfil y me gusto su movimiento, lo que transmitía y las evidencias científicas que adjuntaba

¿Como ha cambiado tu vida desde que te convertiste en Realfooder?

La verdad que en general no ha cambiado mucho mi vida porque en mi casa siempre se ha comido la comida de toda la vida, pero a la hora de hacer la compra sí que intento siempre comprar lo mas sano que pueda e igual antes no lo hacia.

¿Que te parece complicado de ser Realfooder?

El alcohol, las tapas en los bares, comer fuera de casa.

¿Que te parece fácil de ser Realfooder?

La cocina, tener tanta variedad, tantos platos fáciles de 5 min hasta platos mas elaborados, y en general me relaja cocinar asique es estupendo!

¿Que te motiva para continuar con el realfooding?

El bienestar que se siente. Se nota mucho cuando no estas acostumbrado al ultra procesado el malestar que le provoca a tu cuerpo

¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?

Creo que estamos muy concienciados en el bienestar físico y mental. Y la dieta mediterranea es puro realfooding. Solo estamos volviendo a nuestras raíces

Los estudios dicen que hasta un 25% de los españoles son "Realfooders" ahora, crees que este numero seguirá creciendo? ¿Por que?

Si, cada vez tomamos mas conciencia del mal que hace la comida procesada y como llevando una vida activa y buena alimentación mejoras. Tanto las personas con enfermedades como las ya sanas notan la diferencia

Inés Sánchez

Tell me about your experience with Realfooding)

I started following the movement three years ago and I started taking it more seriously two years ago. And since then, I've been trying to do my best and I'm more and more conscious about what I'm eating.

When did you first decide to follow Realfooding and why?

I started following the movement three years ago because I saw a meme and it was really funny. It was related to nutrition, which I like. I am curious about nutrition and losing weight and living healthier. So, I start following Realfooding, but I didn't start being active in the lifestyle and the diet of Realfooding until two years ago.

How has your life changed after you have become a Realfooder?

Mm, I'm more aware of what I'm eating. Every time that I go to the supermarket for grocery shopping, I'm looking at the labels so I can see if it its Real food. I observe more what I'm eating and every time that I'm eating something that is not totally real food, I'm counting that so I can keep a kind of schedule with the ultra-processed food I'm eating.

What do you find complicated of being a real food?

Skipping the beers and alcohol and chips, but I use it in my 10% ultra-processed food. In my case those things are hard to cut out totally, especially because we are really social in Spain and like to meet for tapas during the week with friends - the rest is just easy.

So it's not hard to follow the rules of being a Realfooder?

I don't think so, especially because in my house we have always been kind of healthy. It was not hard for me, I guess for other people who were used to take more processed food it is harder, but I do not find it hard at all.

What do you find easy of being a Realfooder?

In my case, I was already used to have healthy as I said and is just followed that path and making me slightly more careful of the products I am choosing. But the truth is, that I also like choosing more carefully my food products, it becomes an obsession that you what to do it as good as possible.

What is the motivation that makes you keep following real footing?

Improvements. I mean, it's a way of feeding your body in the best way possible, that motivates me a lot.

Do you think that is the reason for Realfoodings success?

I think so. Headmaster/founder Rios is funny and really personal and relatable in social media. Social media is their way to connect with us followers, helping with the expression of the movement, but also the fact that they know now a days we are having a lot of fake food so to say, helping us realizing that you're surrounded by fake food. It's like an eye-opening thing and is good to have someone to remind you that Spanish the kitchen is really rich, and if we come back to that original diet instead of following the America path, we would be a more healthy country because of our original diet, kitchen and culture.

Why do you think so many followers realfooding?

Mmh, I guess it's because it's not that hard for us to follow it.

You think it's easier for Spanish people to follow Realfooding than for other countries?

Yes, I think it's easier because we already have a really rich food diet before all the ultra-processed food. So, it is just about coming back to our traditional dishes. In England, for example. What should they come back to, fish and chips? They don't have that many traditional dishes related with real food as we do in Spain. They use all the processed food more uncritical than we do. I mean, I think it's also really social thing in Spain to cook and cook real.

Do you think Realfooding will continue to grow in Spain?

Yes, and I hope so. I think so. Because there have been studies that confirm that we are eating less processed food in Spain than 3 years ago for example. These same results are related to having a healthier life, and I think nowadays people are more and more concerned about taking care of their bodies. So, I guess that it will grow in the future as well.

Why do you think Realfooding is so appealing?

Haha, I don't know. Maybe is the thing of making a diet a you follow your weight, I don't know. Normally that goes two months until you lose weight and after the diet you go back to your normal habits, the one that they have led you to that obesity. With Real food you don't. It's not a diet. It's a way of living.

Ok. You have mentioned health quite sometimes now, is that something of extra importance?

Yes, of course. It's one of the things I love about Rios and Realfooding, that is based on a scientific study. Also, in my case, I guess, I like to have a bit of control of what I'm eating. Not because one of the points of real food is that you are allowed to skip some meal. It's not a bad thing to have a 10 percent of processed food on your diet, that is important. Because if you base your diet on real food, it doesn't matter if you have 10 percent of it that it's not totally real. So, it means that I could have a cake once a week or that I go have beers and chips with my friends. So, I don't think it would never be 100 percent, that's too strict. It should only be 90 percent, actually.

Raul Diaz

¿Por favor, cuéntame tu experiencia con el realfooding?

Empecé hace 5 años creo. Cuando carlos rios tenia muchísimos menos seguidores y la gente por lo general no lo conocía. Al principio era muy difícil serlo, no había apenas productos en los supermercados, la gente te tomaba por loco...pero ha avanzado muchísimo y ahora da gusto. La gente aunque aun te sigue cuestionando, no le suena a chino y la cantidad de productos que hay es mucho mayor. Estoy mucho mas feliz desde que comencé hasta hoy.

¿Cuándo decidiste seguir el movimiento realfooding y por que?

Pues todo empezó cuando empecé a llevar una vida más sana. Comencé a hacer deporte y a comer "sano", o eso creía yo. Esto coincidió con mi etapa de estudiante de ingeniería agrónoma y gracias a algunas asignaturas de la carrera me empecé a dar cuenta de que la comida que nos vendían no solo se componía de alimento, sino de una serie de aditivos y procesados que cambiaban el formato y la originalidad del alimento. Justo en esa etapa, una amiga me paso un video de Instagram de una persona (Carlos Rios) porque hablábamos de hacer pan casero y ella me dijo que este lo hacia sin aditivos. Cotilleándole me empezó a interesar mucho a través de su Instagram el estilo nutricional de vida que llevaba. Con mis conocimientos y lo que descubrí me di cuenta que yo no estaba comiendo sano, sino "fitness" me enfocaba en dale a mi cuerpo lo que necesitaba para modelar mi cuerpo por fuera y para no engordar, pero que con muchos alimentos le seguía dando a mi cuerpo una serie de componentes "químicos" no saludables y una cantidad de nutrientes menor de la que le podría dar. Ahí empezó todo.

¿Como ha cambiado tu vida desde que te convertiste en Realfooder?

Cambiar tu alimentación y llevarla a la contra del mundo, sobre todo cuando empecé, hace que tengas que priorizar muchas veces entre el realfooding o adaptarte a lo común.

¿Que te parece complicado de ser Realfooder?

A mi me ha resultado mas facil por la carrera que he estudiado, no obstante los supermercados (que es donde mas común es hacer la compra por variedad de producto en un mismo lugar) están muy enfocados a los ultraprocesados aún (aunque poco a poco esta cambiando) y es difícil teniendo que mirar los componentes nutricionales y el % de componentes del producto. Tienes que tener una noción de lo que es malo o no para evitarlo y seleccionar bien cada producto.

Cambiar los habitos de cocina para adaptarlos a nuevas recetas sin usar ultraprocesados tambien es difícil.

¿Que te parece fácil de ser Realfooder?

Si basas tu alimentacion en frutas, verdura, carne y pescado....con platos a la plancha y mucha elaboraciónes muy facil comer de manera realfooder.

¿Que te motiva para continuar con el realfooding?

Creo que el hay dos componentes para la motivación que te hacen continuar. 1. La vertiente mental: que tu sabes que estas alimentando a tu cuerpo con comida saludable, dandole producto natural. Le das a tu motor energia de buena calidad para vivir. 2. Te sientes físicamente mucho mejor, desde que soy realfooder me pongo malo mucho menos frecuentemente, aunque eso tambien lo hace la mezcla con hacer deporte. El realfood esta muy ligado a una vida sana, no tiene sentido querer darle gasolina de calidad a tu cuerpo sino se la das por fuera.

¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?

Creo que la incorporacion de la mujer a la vida laboral, la crisis y muchos mas factores de reduccion del tiempo para la combinacion de "ocio vs tareas del hogar" había hecho que mucha gente eligiese la primera. Esto hacia que la gente demandase producto mucho mas procesado para cocinar en menos tiempo y conservando el sabor, esto te lo dan los aditivos Cuando alguien se dio cuenta que estabamos descuidando la gasolina que le dabamos al cuerpo y que podría traer consecuencias.....enseguida la gente tomó conciencia.

Los estudios dicen que hasta un 25% de los españoles son "Realfooders" ahora, crees que este numero seguirá creciendo? ¿Por que?

Si, cada día más. Siempre habra gente que no le preocupe su estado de salud, pero era ilógico pensar en que la mayor parte de la poblacion hace ejercicio y esta concienciada de cuidarse en ese aspecto y no se cuidasen tambien por dentro. Vas notanto en muchas grandes superficies que cada día hay mas producto realfood.

Julia Martínez

¿Por favor, cuéntame tu experiencia con el realfooding?

Mi experiencia con el realfooding a sido desde siempre, mi madre se ha ocupado de que comiésemos siempre bien pero ahora se mejor por que es bueno comer lo que como

¿Cuándo decidiste seguir el movimiento realfooding y por que?

Hace unos dos años cuando me independicé y me empecé a cocinar yo misma

¿Como ha cambiado tu vida desde que te convertiste en Realfooder?

Me siento mejor y siento que mi cuerpo responde mejor a mi vida deportiva

¿Que te parece complicado de ser Realfooder?

El precio de la comida (yo vicia en puerto rico y allí la comida no procesada es muy cara)

¿Que te parece fácil de ser Realfooder?

Me sale solo, ya que me mi madre me ha educado así.

¿Que te motiva para continuar con el realfooding?

Pues la manera en la que me siento, que haya cada vez mas recetas y paginas de investigación en internet

¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?

En España siempre la dieta mediterránea ha sido basada en productos naturales y no solemos comer muchos productos procesados

Los estudios dicen que hasta un 25% de los españoles son "Realfooders" ahora, crees que este numero seguirá creciendo? ¿Por que?

Si, va a seguir creciendo porque cada vez hay mas gente que se da cuenta que la manera en la que comes tiene consecuencias en la salud y por eso intenta cuidarse mas a través de la alimentación

Paula Redondo

¿Por favor, cuéntame tu experiencia con el realfooding?

Ya son varios años los que llevo comiendo comida real. Es cierto que muchas veces no me privo de ciertas comidas, por ejemplo al salir a comer o cenar fuera, pero siempre intentando compensar.

¿Cuándo decidiste seguir el movimiento realfooding y por que?

En mi casa nunca se ha comido mal, es más, nunca me ha gustado comer mal, siempre hemos llevado una dieta equilibrada, pero en 2017 me fui a vivir a Barcelona y comí bastante mal. Empecé a seguir a Carlos Ríos, quien empezó con todo este movimiento de comer comida real porque me gustaba el contenido que subía, recetas ricas y sanas que llamaban la atención por la elaboración de las mismas sin ser aburridas.

¿Como ha cambiado tu vida desde que te convertiste en Realfooder?

Mi vida no ha cambiado demasiado, pero si que es verdad que ya no siento esa atracción por los dulces , por ejemplo, algo que cuando eres mas joven lo comes con mas frecuencia. Tanto anímica como físicamente, me siento mejor conmigo misma.

¿Que te parece complicado de ser Realfooder?

Lo más complicado, desde mi experiencia, es renunciar a ciertos alimentos ultraprocesados que realmente sabes que no aportan ningun nutriente a tu dieta, sobretodo, asociados a grandes marcas, como un Maxibon, o también lo que antes una merienda era con embutido, ahora es con aguacate y queso fresco, por ejemplo.

¿Que te parece fácil de ser Realfooder?

Y lo más fácil que me ha parecido es adaptar mi paladar al sabor real de los alimentos, comprarlos sin azúcares, ni aceites o harinas refinadas, y eso es lo que mas le suele costar a la gente.

¿Que te motiva para continuar con el realfooding?

Me motiva el saber que como todo lo que quiero (en cantidad) aportando nutrientes a mi dieta, con efecto beneficioso sobre la salud, el sentirme bien conmigo misma y comiendo lo que me gusta sin aburrirme, haciendo recetas que a veces son un reto.

¿Según tu opinión, cuales crees que son las razones por las que el realfooding tiene éxito en España?

Yo creo que una de las razones por las que tiene éxito es porque mucha gente adelgaza siguiendo este movimiento, que al fin y al cabo es una de las preocupaciones de la sociedad, el sobrepeso. El realfooding ha demostrado que, comiendo comida real, junto con actividad diaria, pierdes peso (si realmente tu cuerpo lo necesita), y mejora tu estado de ánimo, algo que las “dietas milagro” no consiguen.