



HAFL Master's Thesis Abstract

Year: 2018

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English Title: **Examination of students' willingness to change behaviour regarding meat consumption**

English Summary: A key point in securing a sustainable future is encouraging a nutritional transition towards reducing meat and a dietary shift towards a plant-based diet. The aim of this study was to assess the behaviour of Swiss students regarding meat consumption by analysing their current consumption model, attitudes and knowledge, acceptability of meat alternatives and their support for the process of transition. Data were collected through an online survey conducted in universities and universities of Applied Sciences in both the German- and French-speaking parts of Switzerland (n=503). By segmentation of the student population using an adapted transtheoretical model of change, four distinct clusters were identified: passive consumers (14.7%), curious consumers (6%), awoken consumers (44.7%) and active consumers (34.7%). Results highlight the need for cooperation between all the actors in the supply chain, from governments and industry, through non-governmental organisations and academic environment, to media, retailers and finally, the consumers themselves. It is necessary that policy makers design concrete, quantifiable goals in specific time frames to limit meat consumption.

Keywords: nutrition transition, meat consumption, students, consumer behavior, sustainability, Switzerland.

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