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Green Consumer Behavior: Gender Differences In Willingness To Eat Less Meat

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Title

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Abstract

Unsustainable meat consumption contributes to climate change. That is why consumers are advised to behave in an environmentally responsible manner and reduce their consumption of meat products. When it comes to willingness to reduce meat consumption, differences between female and male consumers have been identified.

The purpose of this dissertation is to investigate what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by influence of gender differences. Furthermore, the results of the analysis will help to find if consumers are willing to reduce meat consumption and if there are any similarities or differences between gender and their values towards meat consumption and the reduction of it.

In order to get a deeper understanding of gender values towards reduction of meat consumption, a quantitative method and explanative design were applied and data was collected using online focus groups, male and female students from Kristianstad University. The results show that most of the respondents are willing to reduce the consumption of meat. Moreover, there were observed that some of the masculine attributes were more concerned about ethical issue such as animal welfare, meanwhile feminine - health issues and food safety.

This thesis has laid a good foundation for possible future research about gender and sustainable meat consumption. Moreover, potentially it might help marketers to adopt their strategies to suit the nutritional needs of the different genders.

Keywords

Green Consumers, Meat Consumption, Sustainable Consumption, Gender Differences

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1. Introduction

1.1 Background

For the last few decades human activities impact on the global environment has grown significant. Global warming, water depletion and water pollution, land degradation, air pollution, biodiversity loss, deforestation and ozone layer depletion are the result of human-related consumption (Lerner et al., 2013; Zur & Klöckner, 2014). Food, housing and transport - are the most important contributors to human related emissions (Zur & Klöckner, 2014).

According to the Swedish Environmental Protection Agency (SEPA, 2008), food and beverage consumption emissions cause over 25 percent of the environmental impact of private consumption. Within the category of food, the most dominant are meat and dairy products (Zur & Klöckner, 2014; Tjärnemo & Södahl, 2015; SEPA, 2008). There are different views on how high the global GHG emissions from the livestock sector actually are. Estimates range from 10% to 51% (Herrero, 2010). As the Food and Agricultural Organizations' (FAO) report *Livestock's Long Shadow* propose, meat production has a major impact on the environment, because the livestock industry accounts for 18% of the world's greenhouse gas (GHG) emissions (FAO, 2006). Conversely, Goodland and Anhang (2009) from World Watch Institute, argue that livestock industry is actually responsible for a staggering 51% of annual worldwide GHG emissions.

According to Food and Agriculture Organization of the United Nations (FAO, Statistics, 2012) forecasts, future consumption of animal-based products in developing countries is projected to increase from 29% to 35% in 2030 and 37% in 2050, which can be compared to an average of 48% in industrial countries. Due to the current environmental situation, this thesis will study the willingness of the consumers to reduce meat consumption thereby contributing to sustainable environmental development.

Because the environment has become more important and the notion of green consumption¹ has emerged, some consumers began to seek more environmentally friendly alternatives instead of their traditional purchases (Akehurst, Afonso, & Gonçalves, 2012). Various empirical studies reveal that consumers are now more conscious of environment and they are concerned about whether the products they use are harmful for environment or not (Johri &

¹Sustainable consumptions and green consumption are used as synonyms in this thesis.

Sahasakmontri, 1998; Straughan & Roberts, 1999). This awareness is high among consumers in developed countries, but it is also witnessing an uptrend amongst emerging economies like China, India, Brazil, etc. (Ottman, 2006). However, there is still relatively large part of consumers that are not willing to change their consumption habits; for example, there is a low willingness to reduce meat consumption (Lyndhurst, 2012). As Dagevos and Voordouw (2013) propose, consumers who are getting wealthier are going to eat more meat and just a few people in world will escape animal - based production. According to Zur and Klöckner (2014) consumers that might want to reduce their meat consumption, do that for different reasons like health aspects, environmental impact, moral considerations or food security. All these factors play an important role in food choice process by customers because they include both psychological and physical benefits. Despite the fact, that there is some kind of ecological meat production, this study focuses on the general reduction of meat consumption in that way reducing the negative impact to the environment in general and climate change in particular.

1.2 Problematization

Environmental issues have been an important and popular topic of studies in the last few decades (Brimah, 2015; Laheri, Dangi & Vohra, 2014; Follows & Jobber, 2000). Therefore, several studies focus on identification of characteristics of green consumers and related marketing actions (Do Paço, Alves, Shiel, & Filho, 2013). According to Follows and Jobber (2000) the consumers should behave in an environmentally responsible manner. This means that consumers should reduce their consumption of resources in deficient supply and choose the products that are ecologically less damaging (Follows & Jobber, 2000). In fact, green consumers are ready to protect the environment by for example, recycling, energy saving and purchasing green products. Despite green consumers' readiness and environmentally responsible attitudes, there are still customers whose buying decisions are not always beneficial for the environment (Do Paço *et al.*, 2013).

According to Tjärnemo and Södahl (2015) consumers in general might prefer meat consumption because it plays an important cultural role and that is why it cannot easily be replaced with vegetarian food. However, food consumption is an area where differences between female and male consumers have been observed. Women generally eat less meat and more fruits and vegetables than men. On the other hand, men consume more meat than women (Prättälä *et al.*, 2006; Wardle *et al.*, 2004). The reason for this might be linked to the

idea that some foods are seen as masculine and some are feminine. Traditionally, the meat consumption is described as more masculine while the consumption of vegetables and fruits is more feminine (Prättälä *et al.*, 2006).

Moreover, according to five food stores managers in Sweden, consumers are also skeptical about the taste of vegetarian protein alternatives (Tjärnemo & Södahl, 2015). Major factors that motivate consumers to change their food choices are personal health reasons, ethical issues and environmental benefits (Röös & Tjärnemo, 2011; Zur & Klöckner, 2014). For some consumers, the moral considerations such as animal rights and human rights issues are also the motivating factors to decrease the meat consumption (Zur & Klöckner, 2014). However, the majority of studies have shown that personal health reasons are the leading motivating factor for sustainable consumption (Röös & Tjärnemo, 2011). Even though reducing meat consumption has ethical and environmental benefits many consumers are still not willing to reduce their meat consumption (Zur & Klöckner, 2014).

In order to understand how motivated consumers are to reduce their meat consumption, this study focuses on four main motivating factors. These are: food security, health, environment and ethical issues. Since, the motivating factors to decrease the meat consumption might have different influences on the male and female consumers our study focuses on these two groups. There are many studies that have been reported gender differences in healthy food consumption choices (Wardle, *et al.*, 2004). There are, however, few studies that focus on main motivating factors to reduce the meat consumption based on gender differences. Thus, our study might be an asset to future researches when meat consumption and gender diversity are in case.

1.3 Research question

How willing are consumers to reduce their consumption of meat products? What motivates them and to what extent is their motivation determined by gender?

1.4 Research purpose

The purpose of this study is to explain what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by the influence of gender differences.

1.5 Outline

This thesis is divided into six chapters. In chapter one the presentation of background, problematization, research question and purpose has been done. In the second chapter the theoretical framework is presented. The methodology is described in the third chapter; where research method and research strategy have been explained. The fourth and fifth chapters presents empirical findings and analysis. The summary, further research and limitations of this thesis are described in the final – sixth chapter.

2. Theoretical framework

The theoretical framework includes a section about customer food choice where motives for choice of food and reducing the consumption of meat are presented. Furthermore, gender differences are discussed.

2.1 Consumers' green food choices

Green food products are becoming more and more available all around the world (Sobal & Bisogni, 2009). These products are sustainable, healthy, safe, of fine quality and concerned with animal welfare (Khan, Chamhuri, & Farah, 2015). Many food opportunities make it difficult for consumers to make food choice decisions (Sobal & Bisogni, 2009). However, consumers are suggested to choose environmentally sustainable food like for example green food and consume the products that are ecologically less harmful (Follows & Jobber, 2000; Khan, Chamhuri & Farah, 2015).

There are different kinds of green food like for example organic food. Organic, as a word is often connected to terms such as 'green', 'ecological', 'environmental', 'natural' and 'sustainable' (Vukasovic, 2013). According to Rööös and Tjärnemo (2011) organic food has anecological value. Organic consumers prefer this type of food because of the health reasons, its quality and safety (Rööös & Tjärnemo, 2011; Vukasovic, 2013). Van Loo (2010) states that the popularity of organic foods has grown in recent years. Organic foods' sales increases by 20% every year and the organic meat is also a small part of them (2%). The consumers' willingness to buy and consume organic foods depends primary on trust in organic labels and food safety (Van Loo, 2010).

When it comes to climate change issue and GHG-emissions eating less meat would lead to environmental welfare (Garnett, 2009). Despite that fact, the consumption of meat is growing worldwide. Meat products provide proteins, iron, calcium, vitamin B12 and fat. Without consumption of animal food, consumers would have to consume all these nutrients somewhere else. In relation to that, some studies show that there are vegetarian meals that offer the same nutrition as meat meals and those are also much cheaper for GHG. So, meat consumption really is not the only alternative.

2.1.1 Green food choice motives

Green consumption leads to health benefits, animal welfare standards and benefits for the environment (Von Meyer-Höfer, von der Wense, & Spiller, 2015). Despite these benefits there are also motives for consumers connected to food choice (Sautron, et al., 2015; Tobler, Visschers & Siegrist, 2011). Few studies have established that environmental concern is one of the important factors in consumers' purchase intention of green food. Environmental knowledge is leading predictor of behavioral intention on sustainable food consumption (Khan, Chamhuri, & Farah, 2015). So, consumers who know more about environmental issues have a strong willingness to consume sustainable food products. Beside environmental concern, several studies have found that health benefits are on the top of most important criteria for choosing green food (Khan, Chamhuri, & Farah, 2005; Tobler, Visschers & Siegrist, 2011). Moreover, consumers believe that green foods are safe. That is why food safety is also an important motive when making green food choice (Khan, Chamhuri, & Farah, 2015).

2.2 Motives for buying and eating meat products

Despite many reports and persistent messages, that meat consumption causes problems with health, effects the environment and violates animal rights, for many people, meat eating are still acceptable. In almost every country and culture, meat is becoming more desirable as a rising standard of living makes it affordable (Dagevos & Voordouw, 2013). According to FAO (2006) there is a large difference between countries with high and low incomes when taking meat consumption into consideration. The average American consumes approximately 124 kg of meat per year while Bangladeshis average consumption is just 31 kg a year. As Fiala (2008, p. 413) highlights:

As people achieve higher and higher incomes, their ability to purchase not just more products, but also those of higher quality, increases For many people this would mean a switch from traditional, low cost foods such as wheat and rice to higher cost meat products such as beef, poultry and pig.

The price of meat products is one of the most important factors influencing the changes in consumer demand. Domestic markets are affected by prices of competing products and meat production is not an exception (Resurreccion, 2003). According to FAO (2012) due to the growing world population and welfare the production of meat will be doubled in 2050.

As Joshua (2007) proposes people might have different personal motivations for eating meat. According to the author (Joshua, 2007, p. 370) “meat has evolved to be a preferred food source because of its social significance and its nutritional content”. There are distinguished the importance of taste preferences, food selection possibilities and cultural habits (Joshua, 2007). According to Piazza et al. (2015, p.115-116) consumers beliefs for eating meat can be described with 4Ns:

Eating meat is *natural* – that eating meat is written in our biology, meat is what we naturally crave, and it is what our species evolved to eat; that eating meat is *normal* – that it is what most people in civilized society do and what most people expect from us; and that eating meat is *necessary* – that we need meat for survival or that we need to consume at least some meat to be strong, fully healthy individuals...*niceness* as a fourth N (justification) used in defense of eating meat.

Ruby and Heine (2012) highlights that in most societies, meat products are valued more highly and tabooed more frequently. Moreover, Ruby and Heine (2012) distinguishes the culture which plays a dramatic role in shaping people’s food preferences including meat consumption.

2.3 Motives for reducing meat consumption

Basically, motives to reduce or avoid consumption of meat can be divided into personal health motives and ethical motives. The moral motives include animal health concerns and ecological concerns, meanwhile the personal health motives refer to the fact that meat may expose consumers to health hazards (De Backer & Hudders, 2015).

According to Beardsworth and Bryman (1999), meat products today are so readily available, that to reduce consumption of it consumer needs to be driven by religious reasons or conscious motives. Removing the meat and animal products from one’s diet is required in Buddhism and Seventh Day Adventism (Fraser, 2003). Other consumer choose a secular vegetarianism, grounded in non-religious motivations like health, environmental issues, animal cruelty, flavor, food beliefs and peer and, family influences (Zur & Klöckner, 2014; Lea & Worsley, 2001). Consumer that do not eat or eat less meat can be divided into three categories: vegetarians’ – removes all meat from their diet; semi-vegetarians’ – reduce meat intake significantly to at no more than three days a week; and light semi-vegetarians - reduce meat intake to one or two times a week (De Backer & Hudders, 2014).

The following chapters provide a detailed analysis of the key motivators that most influence to reduce meat consumption.

2.3.1 Food safety reasons

Food safety concerns in the western countries have dramatically increased in the past decade. Most discussions appeared with regard to incidences of contaminated meat products, which can result in serious risk to human health (Piggott & Marsh, 2004). According to FAO and WHO (2007), meat products that are generally expected to be safe may become unsafe due to the hazards during production, processing, storage, transport, or final preparation for consumption. There are a number of infections for farm animals that can lead to human illnesses such as *Salmonella enterica*, *Trichinella spiralis* and *Toxoplasma gondii*. Quite often animal food is polluted with various pesticides, agricultural and industrial chemicals or heavy metals; this can have a negative impact on the health of the meat consumer as well.

Henson and Northers (2000) propose that consumers have become more aware of hazards that meat production causes, but still many of them do not fully know what they are. As Verbeke and Viaene (1999) highlighted the food safety issue is a very important motive in changing consumer attitudes towards meat consumption if the consumer is well informed about the possible impact to their health.

2.3.2 Health reasons

There is a long-standing assumption that people should not avoid meat and dairy products because consumption of it is useful for human health. A lot of countries has a dietary guidelines which currently states that meat is a good source of protein in our diet which contains vitamins and minerals (Clonana, Wilson, Swift, Leibovic, & Holdsworth, 2015). Hence, while playing an important dietary role, there are convincing evidences that meat consumption is linked to major health problems. It is associated with various diseases, such as Crohn disease, diabetes, rheumatism, heart diseases and several types of cancer (Zur & Klöckner, 2014).

According to Bender (1992), health risks which are associated with meat consumption vary based on the kind of the animal the meat is derived from. FAO (2006) distinguishes two main meat groups by the quantity of red or white muscle fibers. Poultry products are defined as a white meat, while beef, pork and lamb products are generally defined as red meat. Many

studies (FAO, 2006; De Stefani, et al., 2009; Daniel, et. al., 2010) highlights that predominantly red meat cause chronic disease, because it include saturated fat and high level of cholesterol, that is why white meat is indicated as a better meat alternative.

Conversely, Daniel, Cross, Koebnick and Sinha (2010) argue that the relationship between meat intake and disease risk is not wholly consistent and that there should be more evidence that proves that. There is drawn attention to the rearing, processing and preparation methods of the meat products. Bender (1992) proposes that meat preparation methods as salting, smoking, curing, and/or addition of preservatives has adverse side effects on human health. Usually there is highlighted the negative effect of endogenous and exogenous mutagens formed during meat cooking and processing (Sinha & Norat, 2002; Larsson, Rafter & Holmberg, 2005). As a result, health motives for refusing or reducing meat consumption are often mentioned as one of most affecting the willingness to change consuming habits (Fox & Ward, 2008).

2.3.3 Environmental issues

According to Hedenus, Wirsenius, Daniel and Johansson (2014), the production of meat products is associated with a high environmental impact and is contributing to climate change. This is based on the fact that meat consumption strongly effects the environment due to, for instance, the greenhouse gas emissions and intensive use of water that are the consequences of meat production (Fiala, 2008). According to FAO (2013), the most criticized forms of production are beef and cow's milk which account for the majority of emissions: 41 and 20 percent respectively. Pig meat, poultry meat and eggs account for 9 percent and 8 percent respectively of the sector's emissions. As FAO (2013), demonstrate consumers should reduce meat consumption or at least seek more environmentally-friendly meat production options.

Rozin, Markwith and Stoess (1997) propose that the environmental issues are one of the most important factor to reduce meat consumption. Conversely, Macdiarmid, Douglas and Campbel (2015) study reported that even with presented evidences that meat consumption has negative impact to climate change, the majority of participants were not persuaded to change their dietary habits or intentions.

As Chalmer, Revoredo-Gih and Shackley (2016) argue, consumer behavior could be influenced through factors such as education; the consumers should be enough informed about how meat production contributes by degrading environment. Consumers should also be

presented with evidence demonstrating that eating less meat can significantly reduce GHG emissions and they can achieve their dietary requirements for their health at the same time (Macdiarmid, Douglas, & Campbell, 2015).

2.3.4 Ethical issues

Ethical considerations about whether or not to eat meat include animal rights and human rights issues (Zur & Klöckner, 2014). According to the Food and Agriculture Organizations Statistics (FAO, Statistics, 2012) for the meat industry there are slaughtered 63.3 billion animals every year. Ethical vegetarians consider meat avoidance as a moral rule not to harm animals (Fessler, Arguello, Mekdara, & Macias, 2003). The desire to avoid killing animals for human consumption is one of the main reasons for becoming a vegetarian. At the heart of this perspective is a belief that animals should not be mistreated for human benefit (Fox & Ward, 2008). According to Pimentel and Pimentel (2003) human rights are mainly considered for the wellness of all mankind. Meat consumption contributes to world hunger. If food that livestock feeds would be consumed by humans and not by livestock, there could be fed a greater amount of people.

As Ruby (2012) proposes, people that are more concerned about animals and humans becomes vegetarians much more often than others. As well ethically motivated vegetarians and vegans are often described as a people that have a much higher level of empathy than non-vegetarians (Filippi, et al., 2010).

2.4 Gender differences - Femininity and masculinity

Traditional theories describe masculinity and femininity as the ending parts of a single sequence (Major, Carnevale, & Deaux, 1981). However, it is difficult to define characteristics of femininity and masculinity because they are changing over time (Visser, 1996). According to Visser (1996) being emotional and critical is more feminine, while being more career-orientated is a masculine attribute. Characteristics like being more nurturing-orientated, creative and patient are characterized as feminine as well. On the other hand, masculine characteristics are being more self-conscious and irresponsible than feminine individuals. Furthermore, it is more feminine than masculine to be family orientated (Visser, 1996). Robert and Moberg (1994) state in their book that prehistoric women had been adopted a mother role and that is how she developed her attribute to be sensitive, responsive and peaceful (as cited in Sharma & Schischke, 2007).

Moreover, Morris (1998) writes in his book that being careful is an attribute which also could be sorted to feminine characteristics (as cited in Sharma & Schischke, 2007). Wennberg (1997) argues that female culture is characterized by prioritizing to be a part of a team. This could mean that feminine individuals are good and loyal partners because they prefer solidarity and teamwork. Furthermore, consumers with feminine characteristics are more considered about social and environmental issues than those with masculine ones (Costa Pinto, Herter, Rossi, & Borges, 2014). There are also authors that state that women are better in writing and speaking than men (as cited in Sharma & Schischke, 2007). That is why being good in writing and speaking could be sorted to feminine characteristics as well.

On the other hand, Takala and Kemppainen (2007) state that men are more willing to take the risks than women (as cited in Sharma & Schischke, 2007). Canet - Giner and Saory'n-Iborra (2007) state in their journal article that attributes like being aggressive, analytical and more individual-orientated also belong to masculinity (as cited in Sharma & Schischke, 2007). Furthermore, Steinauer (1999) argues that making decisions fast could be classified as masculine characteristic as well (as cited in Sharma & Schischke, 2007).

According to Sumpter (2015) individuals "do gender" by performing in either masculine or feminine way. Masculinity is identified with rationality and authority while femininity is related to emotionality and oppression (Sumpter, 2015). However, Lyons (2009) highlights that gender research has been criticised for describing gender norms in a changeless way. According to the culturally dominant forms of masculinity "doing gender", in a masculine way, means constantly doing activities that puts the health at risk by for example: consuming alcohol, not seeking help, acting aggressive and driving risky (Lyons, 2009). Dominant forms of masculinity and femininity are displayed as each other's opposites, which means that if males do one thing than females do the opposite one (Sumpter, 2015; Lyons, 2009). That is the reason why being concerned about health is traditionally linked to femininity. Furthermore, behaviours like doing self-care, seeking health advice and help, and being concerned with nutrition are also traditionally described as feminine (Lyons, 2009). In relation to that, Sumpter (2015) states that structural forces such as the media, education, and discrimination play a huge role in the development of gender learning and one's identity. In fact, current gender theory notes the learning in gendered behaviour as an interaction of both structural forces and individuals choices. That is why one's gender is not completely prearranged but is relatively "constructed in

interaction” (Sumpter, 2015).

2.5 Gender differences in food choice

There are gender differences in food consumption in general. Women eat more vegetables and fruit while men consume more meat products (Prättälä *et al.*, 2006). Theories about gender differences with respect to green or sustainable consumption and meat consumption are highly relevant to our studies and that is why this section is divided in these two parts. The aim of this section is to understand gender differences in different types of consumption better.

2.5.1 Gender differences in green food consumption

Consumers have different attitudes toward green food consumption. Women are more willing to adopt organic food consumption patterns than men and they are more concerned about nature and environmental protection (Tobler, Visschers, & Siegrist, 2011; Costa Pinto, Herter, Rossi, & Borges, 2014). Women are also more oriented towards the healthiness and calorie content of food while men find pleasure and taste of the food as the most important factors. That is the reason why female consumers eat more fruit and vegetables (Dagmar, 2009; Prättälä *et al.*, 2006; Wardle *et al.*, 2004). Female consumers are also more willing to pay a higher price for green products in order to protect the environment than do the male consumers (Costa Pinto, Herter, Rossi, & Borges, 2014).

2.5.2 Gender differences in motives for meat consumption

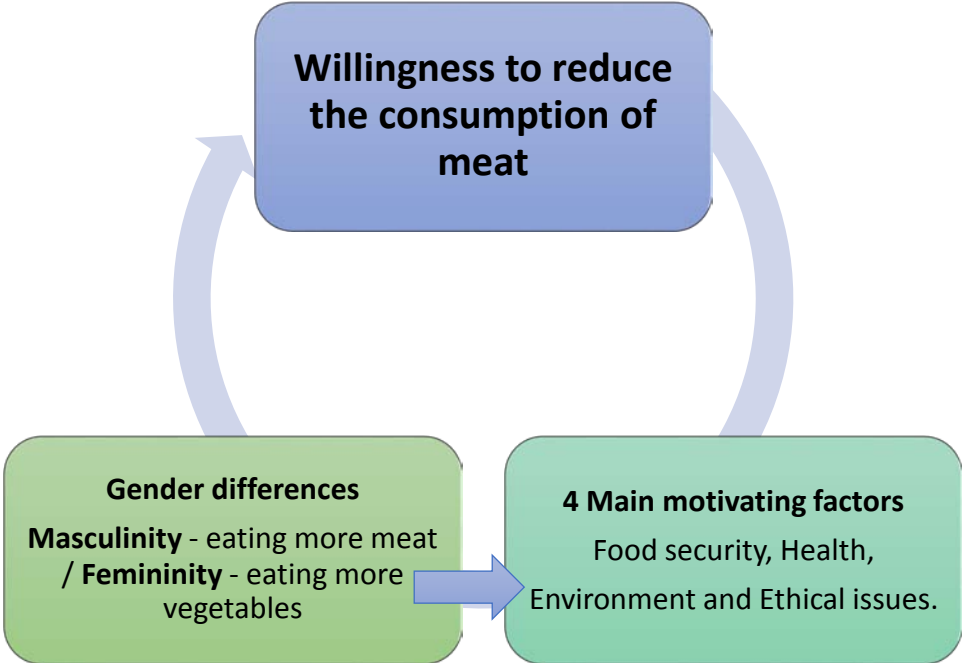
When it comes to meat consumption, gender differences are important influencing factors. Men consume more meat than women (Prättälä *et al.*, 2006; Wardle *et al.*, 2004). The reason for this difference in consumers' behavior might be found in motives that influence consumers' decision. Women are more influenced by health and ethical motives than the men and they are also more willing to reduce meat consumption (Tobler, Visschers, & Siegrist, 2011). As far as we know meat consumption is defined as masculine attribute while the consumption of vegetables belongs to feminine ones (Prättälä *et al.*, 2006).

2.6 Summary of literature review: developing a model

The purpose of this thesis is to explain what motivating factors influence consumers' decision to reduce the consumption of meat products based on gender differences. According to the

literature female consumers eat less meat products than male consumers. Furthermore, some authors describe meat consumption as masculine while the consumption of vegetables and fruits is more feminine. That is why this study focuses on motivating factors that influence female and male consumers' decision to reduce the meat consumption. Figure 1 is displayed in order to illustrate the purpose of this thesis.

Figure 1: Influences on decision to reduce the meat consumption



3. Research method

The third chapter presents the research method used in this study. In this chapter the choice of methodology, data collection method and sample selection are presented. Furthermore, implementation of the research, questionnaire and data validity and reliability are discussed.

3.1 Choice of methodology: quantitative research

The purpose of this study is to contribute with the knowledge what motivating factors influence consumers' decision to reduce the consumption of meat products based on gender differences. There are two types of methods that can be approached and applied in studies depending on the objective of the research: the qualitative and the quantitative method (Bryman & Bell, 2011, p. 26).

The use of a quantitative method is suitable when trying to draw conclusion about a large homogenous group (Bryman & Bell, 2011, p. 26). According to Bryman and Bell (2011) quantitative research entails a deductive approach and can be seen as a research strategy that focuses on quantification, while qualitative research emphasizes words rather than quantification in the collection and analysis of data (p. 27). A quantitative approach is considered most appropriate when the researchers' aim is to generalize the findings to the population. As Ghauri and Grønhaug (2010) propose that what method suits best depends on the stated research problem and its purpose (p. 110). Some of the data collected in a research project may be quantified, but the analysis in itself is qualitative, that is why qualitative and quantitative research methods are not exclusive from one another (Ghauri & Grønhaug, p. 126).

For the purpose of this research, we have chosen a quantitative data analysis, which will allow us to quantify the data we receive from questionnaires and generalize our results from the large sample groups (Bryman & Bell, 2011, p. 150-151).

3.2 Data collection method

Within approaches of the quantitative or qualitative method, different data collection methods can be distinguished (Bryman & Bell, 2011, p. 26-27). According to Bryman and Bell (2011, p. 26) there are five main methods: content analysis, ethnography or observations, focus groups, interviews, and surveys.

For this study we have chosen to use the survey method as it is the most suitable for this type of research. It will enable us to answer the purpose and research question by not only reaching a larger amount of respondent but also achieving credible answers because of guaranteed anonymity. Survey research is the most common method that, with the aid of a questionnaire, assesses the opinions, thoughts and feelings of the respondents (Bryman & Bell, 2011, p. 72-73).

The survey strategy is normally combined with deductive approach and it is applied to answer the questions: who, what, where, how much and how many (Sauders *et al.*, 2009). This thesis aims to explain what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by the influence of gender differences. That is why the research strategy in form of survey has been used.

3.2.1 Sample selection and implementation of the research

The sample in this thesis consists of business students from Kristianstad University. Because of the purpose of this study, which is to explain motivating factors to reduce the meat consumption and to what extent are they determined by the influence on gender differences, both female and male students were chosen to participate. In order to reach a largest number of students, online survey is designed and sent to students' e-mails. To examine the findings from a deductive approach, we used the theories from literature review that are given in the reference list. All findings of this study were discussed in relation to the sample as a whole.

3.2.2 Operationalization

In order to provide clear structure and validity of answers, the survey is designed from previous researches and our model (see figure 1); which is divided into three parts: Reducing Meat Consumption, Gender Differences and Four main motivating factors for reducing the meat consumption. That is why our survey is also divided in three main parts: Control questions, dependent variables and independent variables.

Based on theoretical prepositions a dependent and independent variables should be specified (Sauders *et al.*, 2009, p. 500). In our example, willingness to reduce the meat consumption is dependent variable which we believe is influenced by two main independent variables: gender differences: masculinity and femininity, and four main motivating factors: food security, health, environmental and ethical issues.

3.2.3 Questionnaire

Questionnaires are normally suitable for descriptive or explanatory research. Descriptive research is defined as research that identifies or describes variability in different phenomena. Presupposes, explanatory research is defined as useful to examine or explain relationships between variables (Saunders *et al.*, 2009, p. 362). Since, this thesis aims to explain what motivating factors influence consumers' decision to reduce their consumption of meat products, and to what extent is their motivation determined by gender, it is an explanatory research. So, that is why questionnaire is used. Questions are designed so that masculinity and femininity characteristics could be identified. We are considered that there might be clear attributes that characterize femininity and masculinity on the other hand.

To answer our research question we needed information about respondents' gender, the factors that motivates them to reduce the meat consumption and their willingness to reduce it. In our questionnaire information about gender, feminine and masculine characteristics, motivating factors and willingness to reduce meat consumption are gathered by questions below.

The first question is designed with intention to find out gender of participants. Since, the survey is anonymous the identifications of respondents' gender cannot be done without asking this question. The second and the third question aim to achieve a knowledge about the participants' living situation. Questions 4 to 6 are aimed to find out what kind of consumptions respondents prefer. The purpose of these question is to identify if consumers have a different consumption preferences based on their gender. In the question number 6, for example, the consumers are asked to evaluate the motivating factors for reducing meat consumption. The intention with this question is to find out what motivating factor is the most and the least important to respondents.

When it comes to the question number 7, the different design is done. The purpose of this question is to achieve clear recognitions of feminine and masculine attributes. According to Visser (1996) the feminine and masculine attributes could be ranked by most important attributes of the feminine and masculine categories. Most typically attributes of category feminine are critical about one's own appearance, concerned with outward appearance, emotional and gentle. The result of category masculine shows that career-orientated, strong, and adventurous and finding pleasure in control are the most important attributes (Visser, 1996). With support of this study, we ask rating questions about, for example career-

orientation and food consumption. According to Saunders *et al.* (2009) the rating questions usually require the Likert scale, where the respondents are asked to rate how strongly they agree or disagree with the specified statement (p.378). We used the Likert- rating scale to measure the degree of feminine and masculine attributes to meat habits. In this 5-point scale, 1 means being strongly disagreed and 5 means being strongly agreed.

The last two questions, number 8 and 9 are there to complete our research. In the question number 8, we ask respondents to count their daily meat consumption in grams. This question aims to find out how huge is respondents' daily meat consumption exactly with purpose to achieve as higher validity as possible. The concluding question, number 9 is directly linked to willingness to reduce the meat consumption. With this question, we want to find out to what extend are respondents willing to reduce their consumption of meat.

3.3 Data analysis and analytical tools

The collected empirical data was analyzed with the software programs IBM SPSS Statistics 22 and Excel. These programs helped to calculate the results of the research and convert them into relevant information for the conclusions of this thesis. The following tests were made with the program IBM SPSS Statistics 22:

Spearman's correlation - to calculate the strength of the relationship between two continuous variables (Pallant 2005, p. 297). This test has been used in order to test the relationship between gender and willingness to reduce the consumption of meat. Moreover, another correlation test evaluated the relationship between willingness, gender characteristics and motivating factors for reducing meat consumption.

Mann Whitney U test - to compare whether the medians of two independent groups differ significantly (Pallant 2005, p. 291).² feminine (emotional and careful) and 2 masculine characteristics (being fast in taking decisions and willing to take risks) have been tested. These 4 characteristics are chosen because they are described as the most gender typical. The intention was to find out how masculine or feminine are the respondents of this study.

3.4 Validity

According to Saunders *et al.* (2009) validity refers to evaluate if the findings are really about researched topic (p. 157). In this research, we intend to measure the answers to the questions

asked in questionnaire. Our target is to access the internal validity in which findings from our questionnaire represent what we purpose to measure (Saunders et al., 2009, p. 372).

Saunders et al (2009) identify 6 threats to validity. These are: history, testing, instrumentation, mortality, maturation and ambiguity about causal direction (p.157). Since, this thesis are about actual and recent topic we believe that the threats to validity would be avoided in our questionnaire.

Our questionnaire is designed with intention to reach highest achievable validity. Every question is written on clear and simple English because of avoiding possible misunderstandings. Questions have been reviewed and developed many times until the nine most satisfactory were finally chosen.

As Bryman and Bell (2011) state: “it is always desirable, if at all possible, to conduct a pilot study before administering a self-completion questionnaire or structured interview schedule to your sample” (p. 262). To avoid misunderstandings and to reach a high level of validity, we conducted a pilot testing by sending our questionnaire for a group of test participants who evaluated our questions and gave a valuable feedback how to improve them.

3.5 Reliability

According to Yin (2003) reliability signifies the ability to repeat operations of a study with receiving the same results reached by replicable observers or occasions. Reliability is associated with consistency which means that the outcome of the study is continuously alike no matter how many times the same measurement is applied (p. 119). The questionnaire should thus be constructed using reliable questions leading to similar answers if the question were to be asked twice with the same respondents (Saunders et al., 2009, p. 126).

In this research we aimed at achieving a high level of reliability by setting up the survey questions by clear definitions, so that all of them were easy understandable and that we were able to collect only the data required.

3.6 Ethical considerations

According to Denscombe (2010, p. 306) ethical considerations is an important part of establishing trustworthiness in any kind of research. The researcher should ensure that the process of data collection and publication of study is performed in compliance with ethical

considerations (Bryman & Bell, 2011, p. 122-128). Moreover, the researcher should guarantee the anonymity of individuals or organization, in order to protect the participants from any kind of unwanted effects deriving from the study (Bryman & Bell, 2011, p. 132; Denscombe, 2010, p. 309). Furthermore, Denscombe (2010) argue that researchers needs to make clear to participants that the participation is voluntary and provide for them the adequate information about the study (p. 309 -311).

In this study respondents answered the questions anonymously in that way minimizing the risk of harm or unwanted effect to them. Furthermore, the respondents were prior to answering questionnaires informed about the study's purpose. The cover letter that was sent to the respondents included contact details for further questions and all needed information about the survey (see Appendix 2 and 3).

4. Empirical findings and analysis

The fourth chapter presents the empirical findings and analysis from the collected data. Firstly, the chapter presents the demographics of the research. Further, an analysis of each result is presented.

4.1 Introduction

The chapter starts with sample description that helps to describe and characterize it. This chapter presents the demographics, meat eating habits and motives and factors for reducing the consumption of it. Finally, the differences between gender consumption habits are identified and presented. The following data was analyzed with the software programs Excel and IBM SPSS Statistics 22.

4.1.1 Sample

The target population was economics students from the Kristianstad University. A total size of the sample was 460 students. 62 participants of the sample responded to the online questionnaire, which was sent via learning management systems Itslearning e-post. 32 respondents of the sample were females and 30 were males. No one of the respondents answered with “No answer”. In the Table 1, the share of percentage that present male respective female are shown.

Table 1: Gender

Gender	Frequency	Frequency Percent	Valid Percent	Cumulative
Male	30	48	48	48
Female	32	52	52	100
No answer	0	0	0	100
Total	62	100	100	

The age of the respondents differed from 19-38 years old. The question about the age was presented as open question, the results of it were divided into age groups after the research was done. Group number one represents the age range of 18-24, number two the age range 25-31, group number three the age range 32-38 and the last group represents the age 38 and more. The largest proportion of the participants was in the age groups of 18-24 (41) and of 25-32 (18). The frequencies with these age groups are displayed in Table 2.

Table 2: Age Groups

Age group	Frequency	Frequency Percent	Valid Percent	Cumulative
1 (18-24)	41	66	66	66
2 (25-31)	18	29	29	95
3 (32-38)	3	5	5	100
Total	62	100	100	

Furthermore, Table 2 shows that the minority was the group number 3 (3), and there were no respondents older than 38 years old.

To get deeper understanding about the respondents' food shopping frequency and consuming habits, they were asked about the place that they lives in. Table 3 shows that majority of the respondents' lives in their own household – 41 (66%) and the rest of them - 21 (34%) shares the living place with their parents.

Table 3: Living place

Living place	Frequency	Frequency Percent	Valid Percent	Cumulative
In my own Household	41	66	66	66
With my parents	21	34	34	100
Total	100	100	100	

In summary, the distribution between gender (32 female and 30 males) is appropriate to explain the motivating factors influence to consumers' decision to reduce the consumption of meat products, taking into consideration gender differences and individual behavioural traits like being/acting masculine or feminine.

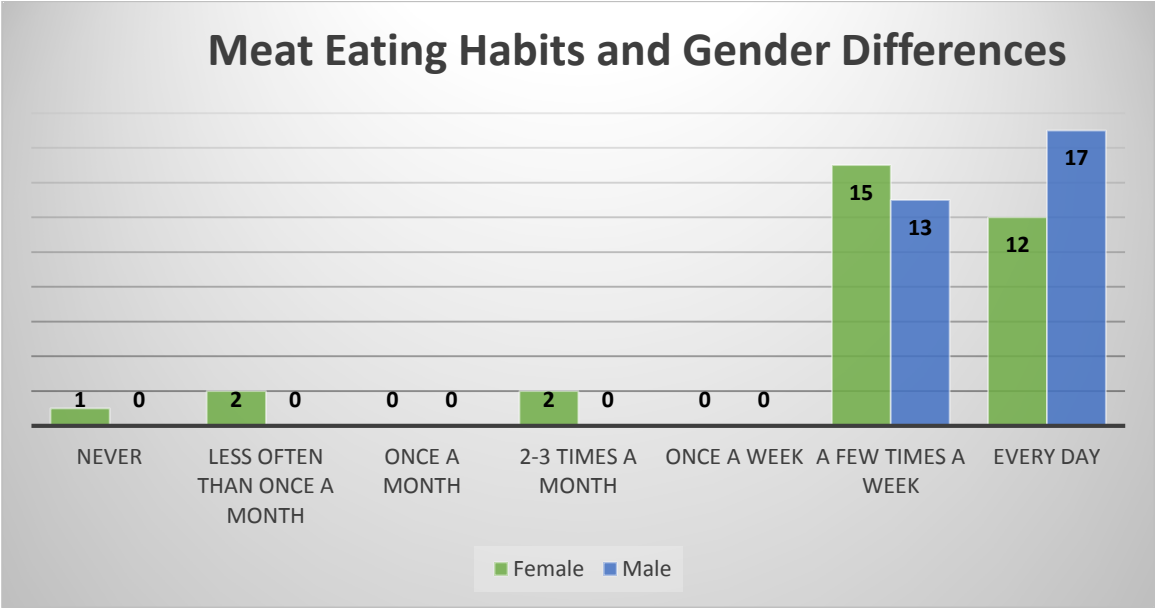
4.1.2 Eating habits of the respondents

The respondents were asked about eating habits in the questions 4 and 5. Actually, the question number 4 was only about meat eating habits while the question 5 was more about eating habits in general.

When it comes to question about meat eating habits, the respondents should choose one alternative that best describes their meat eating habits. Almost all (61) respondents are regular meat consumers. Alternative "once a week" was never chosen by the respondents. However, majority of the respondents chose alternatives "a few times a week" and "everyday". According to the answers, female respondents eat meat generally less meat than males. All

male respondents answered with "a few times a week" or "everyday" which means that they eat meat more often than females. As already mentioned, meat consumption is seen as masculine attribute, so those individuals who eat meat a few times a week or everyday might have the masculine characteristics according to the theories (Prättälä *et al.*, 2006). In the Figure 2 respondents' answers on question 4 are presented as well as the gender differences are shown.

Figure 2: Meat Eating Habits and Gender Differences



As already mentioned, question 5 describes eating habits of the respondents. The intention of this question was to find out how often the respondents eat beef, pork, lamb, poultry, fish, vegetables and vegetarian meat alternatives like for example soya. The aim of this question was also to evaluate if the women really eat less meat and more fish and vegetables than men. The answers for each alternative are shown in Appendix 4 (Table 9-16).

Figure 3 shows the eating habits of female respondents. Majority of female respondents consume vegetables every day. When it comes to meat, females consume fish and pork most. On the other hand, Figure 4 shows eating habits of male respondents. Generally male respondents consume meat more often than females. Beef and pork are their favorite alternatives.

Figure 3: Eating habits of female respondents

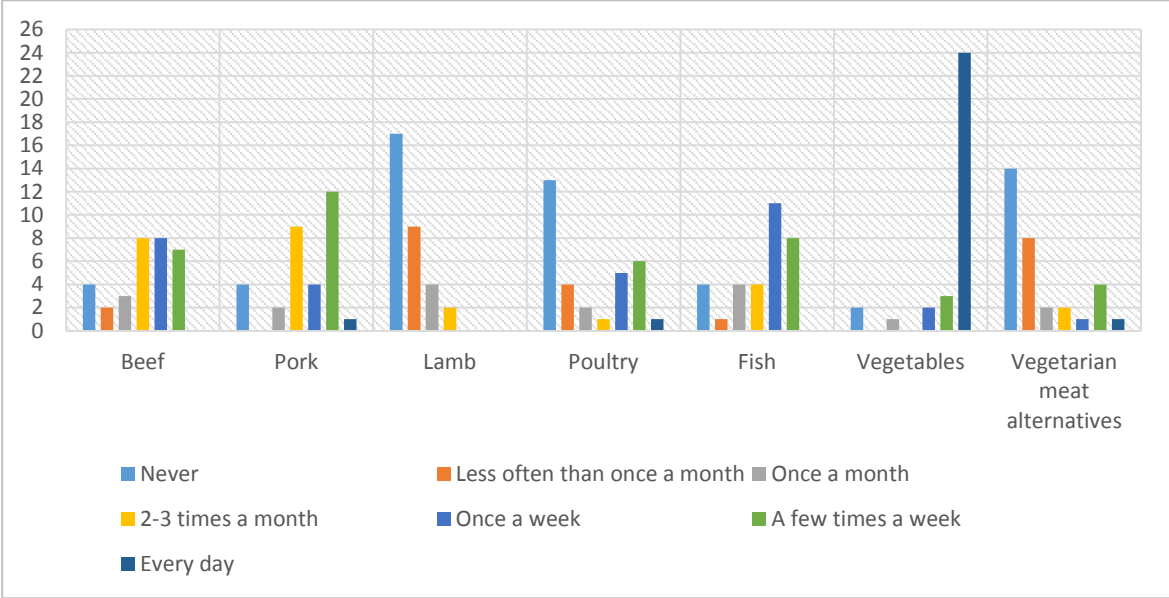


Figure 4: Eating habits of male respondents

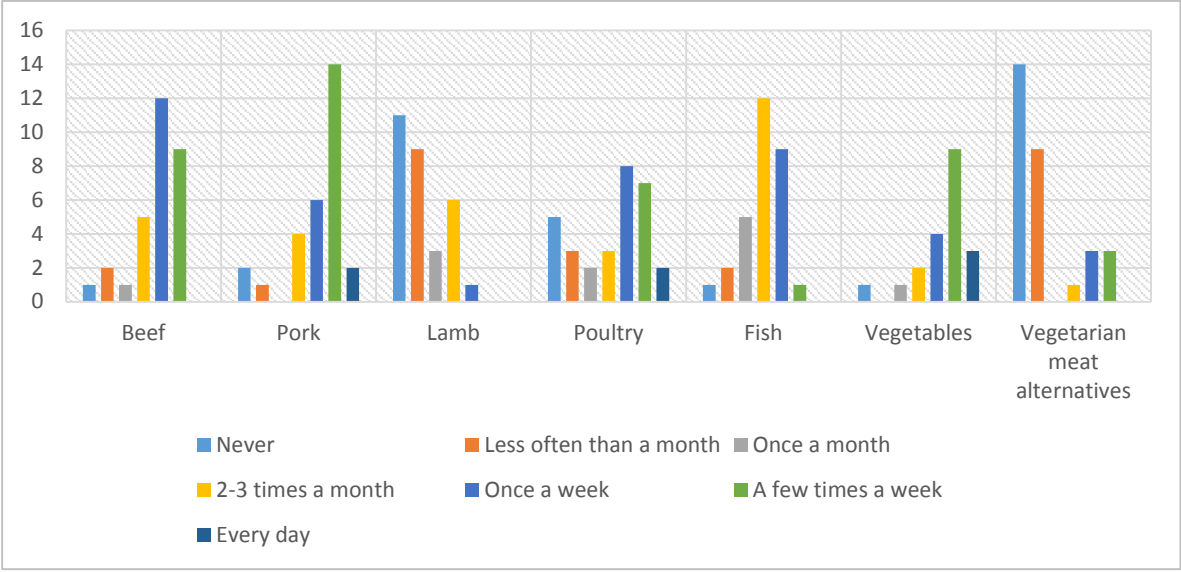
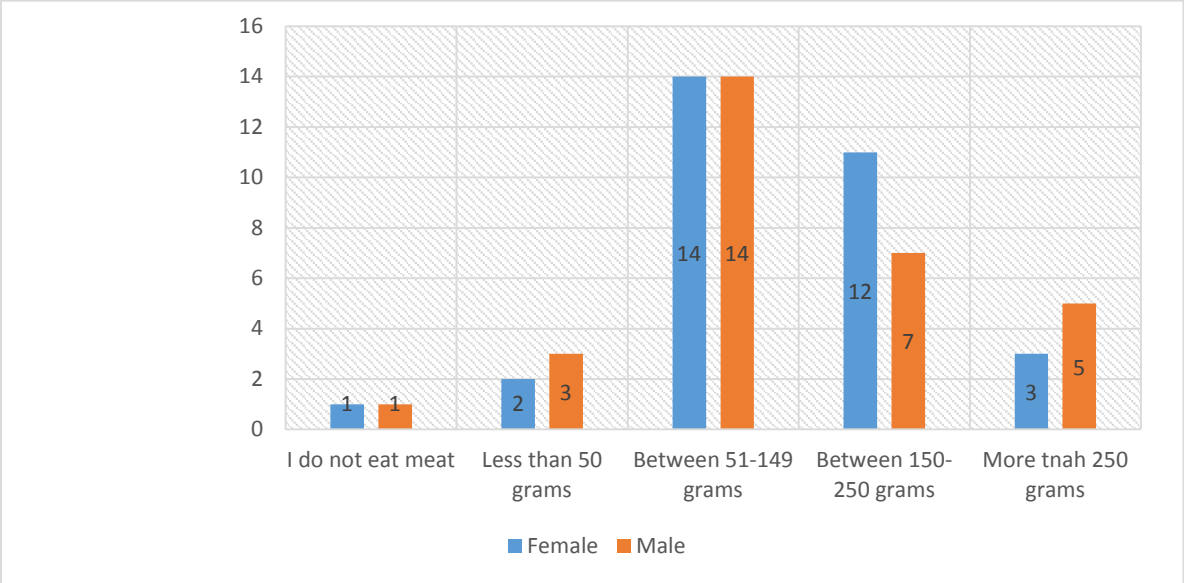


Figure 5 shows that most of the respondents eat between 51-149 grams meat. Furthermore, there is an equal number of respondents who don't eat meat while in the category "More than 250 grams" male respondents are majority. However, we cannot conclude that male respondents consume daily more meat than female ones because the number of female meat consumers is higher than the number of the male ones in the category "Between 150-250 grams". So, if we place the last two categories together we will get more female (15) than male respondents (12) who consumer daily more than 150 grams meat.

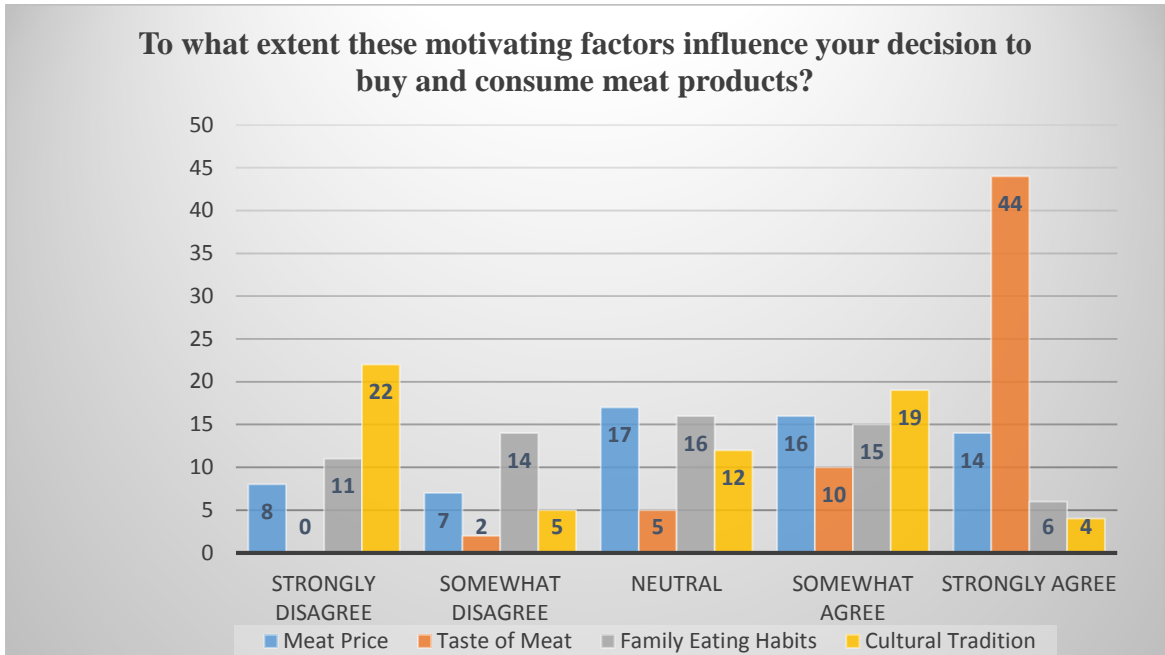
Figure 5: Daily amount of meat consumption



4.1.3 Motivating factors

The questions about eating habits of the respondents were followed by the questions about the motivating factors for buying, consuming and reducing the consumption of meat. To identify what was the main factor for buying meat, there were formulated questions with four main motivating factors – price of the meat, taste preferences, cultural tradition and family eating habits. As the results in Figure 6 shows, the taste of meat was identified as the most motivating factor. As shown in Table 25 (see Appendix 5) the most common answer to the question if they “like the taste of meat” was “Strongly Agree” (24 males and 20 females).

Figure 6: To what extent these motivating factors influence your decision to buy and consume meat products?



In Figure 7 there are displayed the answers to the questions about the motivating factors for reducing meat consumption. As food safety, environmental, health and ethical issues were identified as the most motivating factors, there were formulated questions for respondents with intention to identify if these factors are important for them. As shown in the Figure 7 the most common answer to the questions were “Neutral”. In other words, the respondents did not have any opinion or knowledge about how these motivating factors affects their meat buying and consuming decisions.

Environmental issue are one of the most important factor, when taking into consideration the consumption of meat. There were formulated a question to the respondents, which helped to

identify how informed are the consumers about meat productions impact to the environment. As Figure 7 shows, the majority of the respondents (17 – “Strongly Agree” and 21 – “Somewhat Agree”) are confident about that “meat production has negative impact on the environment”.

Figure 7: Motivating factors for reducing meat consumption

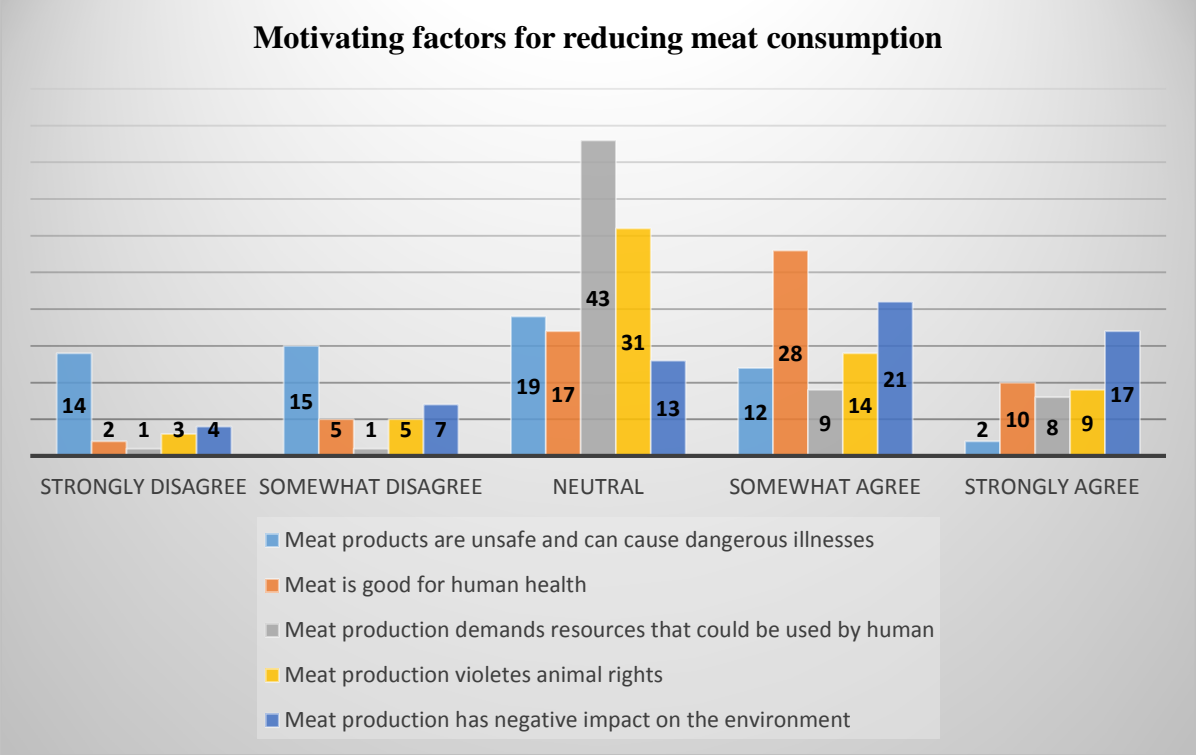
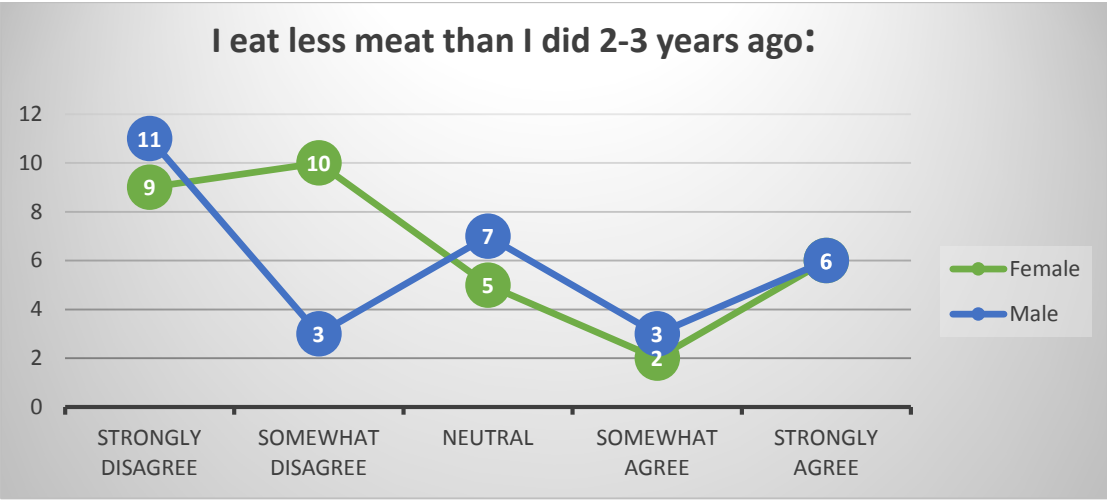


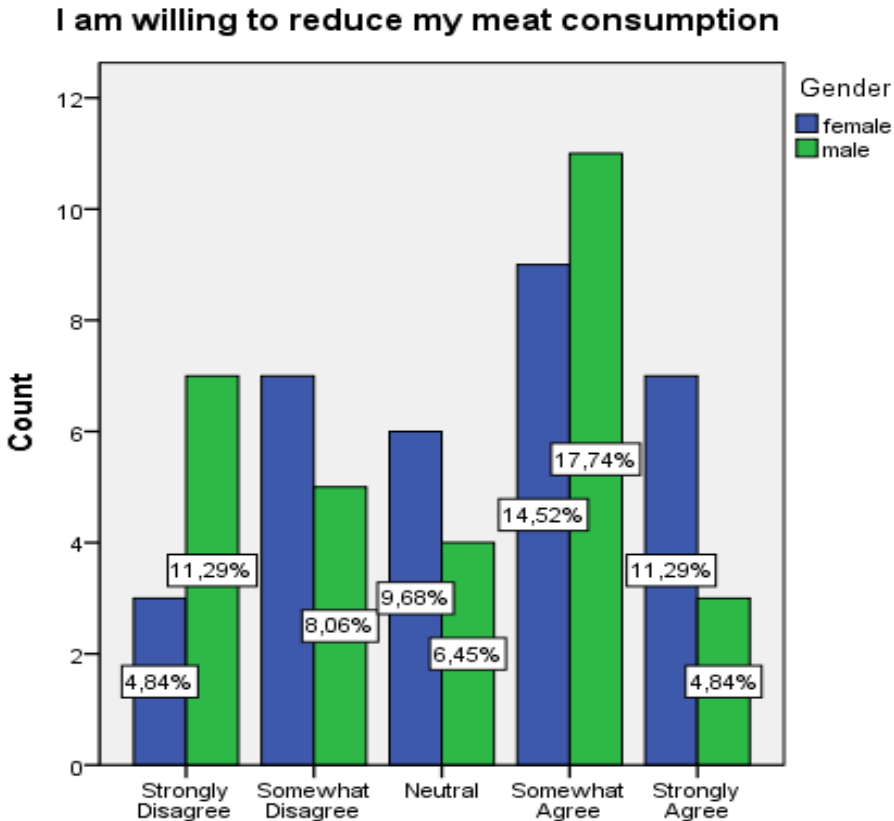
Figure 8 shows that the consumption of meat was the same or even increased in the past 2-3 years. The majority of the respondents “Strongly Disagree” (20) or “Somewhat Disagree” (13) that they “eat less meat than they did 2-3 year ago”. The difference between genders has been observed only in the answer "Somewhat Disagree" (10 females, 3 males). There is, however, an equal number of female and male respondents who strongly agree that their meat consumption decreased in the last 2-3 years.

Figure 8: Meat consumption in the past 2-3years



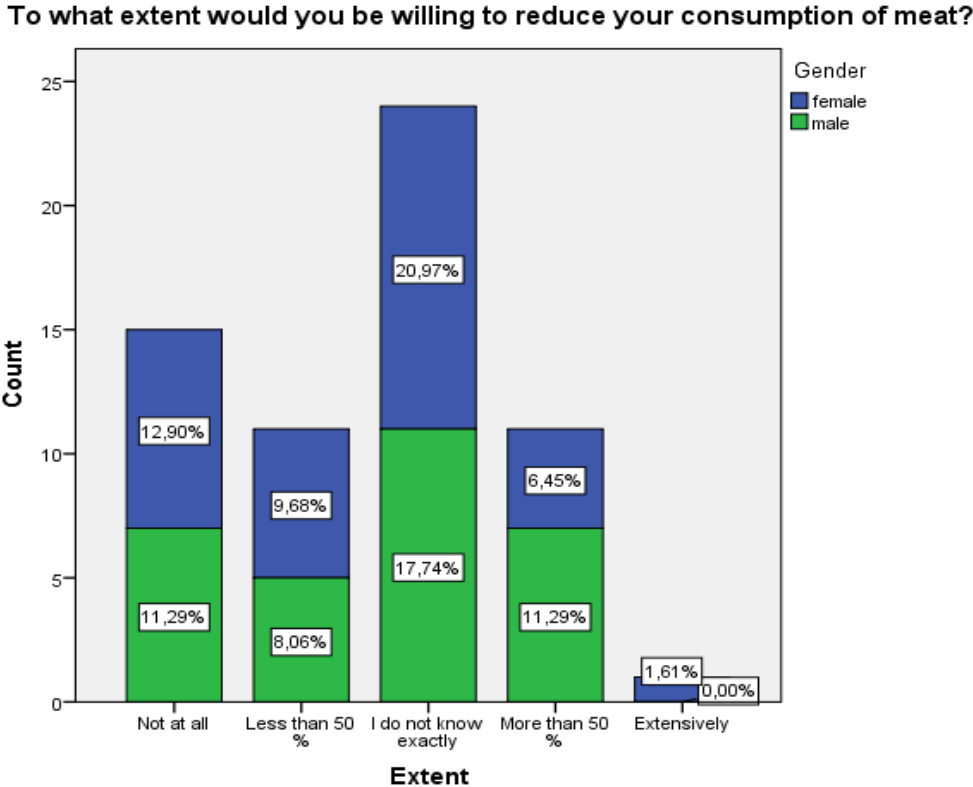
The willingness to reduce meat consumption was one of the most important questions of this study. As Figure 9 shows the majority of the respondents answered “Strongly Agree”, “Somewhat Agree” or were “Neutral” with this question. So, respondents in general are willing to reduce their consumption of meat. We cannot observe a noticeable difference between genders in this question.

Figure 9: Willingness to reduce the consumption of meat?



The next important question that followed was to identify to what extent respondents were willing to reduce the consumption of meat. As Figure 10 shows that most of the respondents (18 % males and 21 % females) wanted to reduce their consumption of meat but did not know how much exactly. As well, there were observed that even 13% females and 11% males have chosen the answer “Not at all”, what means that no one of motivating factors for reducing the consumption of meat do not have any influence to their decision.

Figure 10: To what extent would you be willing to reduce your consumption of meat?



Despite the facts about the growing consumption of meat products, the majority of the respondents were “Neutral” (35) when they were asked if they “cannot imagine their diet without meat products”. The answer to this question are displayed in Table 5.

Table 4: I cannot imagine my diet without meat products

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Gender					
Female	8	3	18	2	1
Male	4	4	17	4	1
Total (62)	12	7	35	6	2

In summary, even if most of the respondents imagine their diet without meat products and are willing to reduce the consumption of it, they still do not take any positive actions: their consumption of meat products were growing in the past 2-3 years.

4.2 Identification of masculine and feminine characteristics

The question number 7 in our questionnaire has a purpose to achieve clear recognitions of feminine and masculine attributes. Most typically masculine and feminine attributes from the Table 1 have been evaluated by 62 respondents. Considering the Likert- style rating scale the respondents measured feminine or masculine attributes on a 5-point scale, in which 1 means being strongly disagreed and 5 means being strongly agreed. By asking this question we wanted to measure how many masculine respective feminine respondents answered our questionnaire and if their behavioural traits have an impact on their meat consumption, because not all men are masculine and not all women are feminine (Atkins & Vicars, 2016).

To begin with, 5 most typical feminine characteristics from the theories are: emotional, careful, good at writing and speaking, critical and loyal and good partner. According to the answers from our questionnaire, more females than males strongly or somewhat agreed that they are emotional (See Appendix 7, Table 33). When it comes to statement about being a careful person, more females answered "Strongly agree". Furthermore, the higher number of male respondents strongly agreed that they are good at writing and speaking and that they are critical. Moreover, almost equal number of female and male respondents strongly agreed that they are loyal and good partners. The interesting thing about feminine characteristics is that there were the same number of female and male respondents who somewhat or strongly agreed on statement about being good at writing and speaking. There were also almost the same number of respondents who agreed on statement about being critical which supports the theories and shows that there are men who are feminine as well as there are women who are masculine (See Appendix 34, 35, 36 and 38).

In relation to that, 5 most typical masculine characteristics are: getting satisfaction of controlling people and situations, career-orientated, analytical, fast in taking decisions and willing to take risks. The higher number of male respondents somewhat or strongly agreed on statement about getting satisfaction out of controlling people and situations while the higher number of female respondents somewhat or strongly agreed that they are career orientated. When it comes to being analytical, almost the same number of female and male respondents

agreed that they are analytical persons (See Appendix 7, Tables 31, 32 and 37). Furthermore, more male than female respondents agreed on statements "I take decisions fast" and "I am willing to take risks" (See Appendix 7, Tables 39 and 40). So, with help of our findings we can agree with Visser (1996) and conclude that it is difficult to clearly define characteristics of femininity and masculinity because they are changing over time.

Furthermore, Mann Whitney U and Spearman's Rank Order Correlation (ρ) tests have been done, in order to find out if there is significant difference between female and male characteristics in willingness and motivation to eat less meat.

4.2.1 Mann Whitney U test

According to Pallant (2005) Mann Whitney U test is used to analyse the differences between two independent groups like for example, males and females. This non-parametric test compares medians of the two groups with intention to test if the variables differ significantly (p. 291). In this study Mann Whitney U test helps to find out how common are feminine (emotional and careful) and masculine (being fast in taking decisions and willing to take risks) characteristics to the respondents that answered the questionnaire (See Appendix 1).

According to Pallant (2005) there are two values that we need to look at when the test is done: Z value and the significance level which is given as Asymp. Sig. (2-tailed) (p.291). In our example of this test we used coding: 1- Female and 2- Male. If we compare all our Z values with a significant levels (p) we see that there is no statistically significant difference between females and males when being emotional is in question ($Z= 0.000$). Being careful was found as the most feminine characteristic ($Z= -0.848$) and taking decisions fast as the most masculine one ($Z= -1.123$).

Table 5: Mann-Whitney U Test

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Emotional	female	32	31,50	1008,00
	male	30	31,50	945,00
	Total	62		
Careful	female	32	33,27	1064,50
	male	30	29,62	888,50
	Total	62		
TakeDecFast	female	32	28,25	904,00
	male	30	34,97	1049,00
	Total	62		
WillingToTakeRisks	female	32	29,39	940,50
	male	30	33,75	1012,50
	Total	62		

Test Statistics^a

	Emotional	Careful	TakeDecFast	WillingToTakeRisks
Mann-Whitney U	480,000	423,500	376,000	412,500
Wilcoxon W	945,000	888,500	904,000	940,500
Z	,000	-,848	-1,523	-1,001
Asymp. Sig. (2-tailed)	1,000	,397	,128	,317

a. Grouping Variable: Gender

4.2.2 Spearman's rho correlation test

According to Pallant (2005) "Spearman's Rank Order Correlation (rho) test" is used to calculate the strength of the relationship between two continuous variables" (p. 297). A relationship between the variables occur when the value is close to 1 or -1. A correlation of 1 indicates a perfect positive correlation, meanwhile -1 – perfect negative correlation. There is no relationship if the value is 0. As Pallant (2005) argues, different authors suggest different interpretations of the correlation; however a relationship is considered to be weak when the correlation value is below 0.2 and strong, when it lies between 0.2 and 0.8 (p. 142).

Table 7 presents the result of the correlation test that shows the relationship between gender and willingness to reduce the consumption of meat. Gender and willingness to reduce have a

correlation value of 0.299, which is a weak relationship. Furthermore, there is a tendency that men are less willing to reduce the consumption of meat, but this is not statistically significant value.

Table 6: Correlation between Gender and Willingness to reduce

			Gender	Willingness reduce
Spearman's rho	Gender	Correlation Coefficient	1,000	-,137
		Sig. (2-tailed)	.	,288
		N	62	62
	Willingness reduce	Correlation Coefficient	-,137	1,000
		Sig. (2-tailed)	,288	.
		N	62	62

Appendix 8 presents the result of the correlation test which shows the relationship between feminine gender characteristics and motives for reducing meat consumption. The relation between being emotional and willing to reduce meat consumption shows the significant difference (0.260). In this case that might mean that emotional people are more willing to reduce their meat consumption. The second significant result (0.474) has been observed between the variables: willingness to reduce the consumption of meat and considered about environment, which also shows that environmental considered respondents are also willing to eat less meat. The correlation between next two variables: being emotional and meat contains important proteins is -0.266, which means that emotional respondents are more considered about health motives. The significant difference has been observed between loyal and good partner and two motivating factors: food safety (0.254) and health (-0.281). Furthermore, respondents who are good at writing and speaking are also more considered about environment. The significant difference between these two variables is -0.272.

On the other hand, Appendix 9 presents the result of the correlation test which shows the relationship between masculine gender characteristics and motives for reducing meat consumption. Respondents who are more considered about animal welfare and rights are those with following masculine characteristics: getting satisfaction out of controlling people and situations (-0.297) and career-orientated (-0.288). Moreover, those respondents who take decisions fast are more considered about environmental issues. The correlations between these two variables is statistically significant (-0.318).

5. Discussion

The fifth chapter discusses and analyzes the empirical results from the research. Empirical findings are connected to the literature review and the research model of this thesis. Firstly, willingness to reduce the consumption of meat is discussed; secondly motivating factors; thirdly, differences determined by the influence of gender are presented.

5.1 Introduction

The purpose of this study was to explain what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by the influence of gender differences. According to the developed theoretical model in chapter two, meat consumption is described as masculine while the consumption of vegetables and fruits is more feminine. Since the differences between gender consumption were observed, this study focuses on motivating factors that influence female and male consumers' decision to reduce the consumption of meat. Gender consuming habits were analyzed separately with the intention to identify main differences.

5.2 Meat consumption and willingness to reduce it

Dagevos and Voordouw (2013) argue, that despite many reports and persistent messages, that meat consumption effects the environment, health or causes problems with animal welfare, for many people, meat eating are still acceptable. Previous studies in the literature review shown, that meat consumption is growing and according to FAO (2012) production of meat will be doubled in 2050.

The results of this study shows that most of the respondents are willing to reduce their meat consumption. 48 % of the respondents wants to reduce the consumption of meat and 16% were neutral about the question (Figure 9). Even if the most of the respondents imagine their diet without meat products (Table 5), they still do not take any positive actions: their consumption of meat products were growing in the past 2-3 years (Figure 8). This study confirms FAO's (2012) and other researches that claims about the growing meat consumption in the world.

The following chapters provide a discussion regarding what motivating factors are important for buying and consuming and what for reducing the consumption of meat.

5.3 Motivating factors

According to the theory in chapter two, there can be distinguished four main motivating factors for buying and consuming meat products – price, cultural tradition, family eating habits and taste preferences.

The results of this study show, that the majority of the respondents stated that the most motivating factor to buy and consume meat is the taste of it. This can be aligned with Joshua (2007) who argue, that taste preferences considerably influences meat eating and buying decisions. In this study, the price of meat was identified as factor effecting meat consumption. An explanation for this could be, that domestic markets are affected by prices of competing products and meat production is not an exception (Resurreccion, 2003). According to Ruby and Heine (2012), the culture plays a dramatic role in shaping people's food preferences. This study showed, that cultural traditions influences the third part of the respondents decisions to buy meat products. The answers to the questions about motivating factors to buy and consume meat products are displayed in Figure 6.

In chapter two there were distinguished four main motivating factors for reducing meat consumption: ethical issues, health reasons, environmental issues and food security. As the results in Figure 7 shows, the most of the respondents were neutral, when they were asked about the motivating factors for reducing meat consumption. As Verbeke et al (1999) and Chalmer et al (2016) argue, consumers should be enough informed about how meat production contributes by degrading environment or violating animal and human rights. The answers of the respondents shows, that they are not enough informed or do not care about the content of the question.

Moreover, even if there are convincing evidences that meat consumption is linked to major health problems (Zur & Klöckner, 2014) and can be unsafe (FAO, 2012; WHO, 2007), most of the respondents believe that meat products are good for their health, provide important proteins and are safe. It can be assumed, that health and food security reasons for reducing the consumption of meat are not important for the respondents.

As Figure 7 shows, the majority of the respondents agrees that meat production has a negative impact on environment. This study showed (Figure 8) however that the respondents do not eat less meat today than 2-3 years ago. This can be aligned with Macdiarmid *et al* (2015) study, which reported that even with presented evidences that meat consumption has negative impact

to climate change, the majority of participants were not persuaded to change their dietary habits or intentions.

The results about motivating factors, are aligned with the findings of previous researches. The following subchapter provide a discussion, regarding how motivating factors are influenced by gender differences.

5.4 The influence of gender differences to motivating factors

When it comes to willingness to reduce the meat consumption, we observed that both female and male respondents are willing to change their eating habits and reduce their consumption of meat. Considering the Spearman's test, we can also conclude that there is a tendency that women are more willing to reduce the consumption of meat, but this is not statistically significant.

Moreover, this study shows that male respondents do not consume daily more meat than female ones (see Figure 5). These results deny Prättälä's et al (2006) theories that women eat more vegetables and fruit while men consume more meat products. It also shows, that gendered behaviour and attitudes are changing over time and confirms Visser's (1996) theories.

Another Spearman's test (see Appendix 8) shows that emotional people are more willing to reduce their meat consumption. Since, being emotional is a feminine characteristic, we could assume that respondents with this attribute are more willing to reduce the consumption of meat. The same test displays that respondents with feminine characteristics: emotional and loyal and good partner are considered more about health and food safety motives.

Furthermore, Spearman's test shows that respondents considered about environment are more willing to reduce the meat consumption as well. According to the theories being considered about health and environment are more feminine than masculine characteristic (Tobler, Visschers, & Siegrist, 2011; Costa Pinto, Herter, Rossi, & Borges, 2014). According to this research, respondents who are good at writing and speaking are more considered about environmental issues. These findings support theories discussed in Chapter 2.

However, respondents who are tend to take decisions fast (masculine characteristic) see environmental issues as important factor influencing their willingness to reduce the consumption of meat. Respondents who are career-orientated and get satisfaction out of controlling people and situations are also considered about ethical issues such as animal

welfare and rights.

Figure 11: Relation between motivating factors and gender characteristics



In summary, Figure 11 presents the most significant relation between motivating factors to reduce the consumption of meat and gender characteristics.

5.5 Research reflections

Our research shows that there is a relation between motivating factors for reducing meat consumption and gender differences. For example, more female respondent agreed on statement: "I consume meat products because my family does" (Table 25, Appendix 5). This support the theories about strong family orientation of women (Visser, 1996). According to the theories being considered about environment is also more typical to women than to man (Tobler, Visschers, & Siegrist, 2011; Costa Pinto, Herter, Rossi, & Borges, 2014). Our research has, however, not observed significant differences between females and males when environmental issues are in case.

When it comes to gender characteristics, the results from Mann Whitney U test show that being careful is the most feminine characteristic while being fast in decisions taking is the most masculine one. Considering Mann Whitney U test that we have done, we could conclude that men have in general been more feminine than described in theories. We could also conclude that females might become more masculine than before. That is how we could explain that there is no significant difference in attributes like being emotional and willing to take risks.

6. Conclusion

The sixth chapter presents a summary of this thesis and its findings. Further, the empirical contribution, further research and limitations are discussed.

6.1 Conclusions of the research

As unsustainable meat consumption has been defined as a major factor contributing to climate change, consumers were advised to behave in more environmentally responsible manner and significantly reduce their consumption of meat products. Previous studies shows that there are differences between male and female consumers in willingness to reduce meat consumption. According to Tobler *et al* (2011) the reason for this difference might be found in motives that influence consumer's decision.

The purpose of this study was to explain what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by the influence of gender differences. To reach the purpose of the study there were formulated two research questions: How willing are consumers to reduce their consumption of meat products? What motivates them and to what extent is their motivation determined by gender?

As the results of the quantitative research shows, most of the respondents imagine their diet without meat products and are willing to reduce the consumption of it. Moreover, there has been observed that majority of the respondents still do not take any positive actions: their consumption of meat products were the same or in growth in the past 2-3 years. The most motivating factor for buying meat products is the taste of it.

When it comes to motivating factors that influence the willingness to reduce the meat consumption, the different behaviours based on gender characteristics have been observed. Respondents with feminine characteristics prefer health and food safety as the main motivating factors that influence their willingness to eat less meat. The explanation to these results can be found in the theories that highlight family orientation, nurturing orientation and health consideration as feminine attitudes (Visser, 1996). On the other hand, respondents with masculine characteristics evaluate ethical motives as the influencing ones when reducing their meat consumption is in case. Even though hunting and fishing traditionally belong to masculine activities, our respondents with masculine characteristics feel the responsibility when animal rights are in case (Sumpter, 2015). That is an interesting fact which supports Visser's (1996) theories about changing gendered behaviour and attitudes, while men are

becoming more feminine and women more masculine. Environmental issues are, however, important to most of the respondents of this research.

6.2 Empirical contribution

There have been made quite a lot studies on motivations for sustainable meat consumption (Zur & Klöckner, 2014; Dagevos, H., & Voordouw, 2013; De Backer & Hudders, 2015; DeBacker & Hudders, 2014 and others) but there is a lack of studies that explain what motivating factors influence consumers' decision to reduce the consumption of meat products, and what is determined by the influence of gender differences. That is why this thesis might be helpful to marketers in adopting their strategies to suit the nutritional needs of the different genders. The result of this study would help to find differences between male and females in meat eating habits and willingness to reduce the consumption of it.

6.3 Limitations and Future research

This study has two main limitations: availability of the participants and time. Further research could be done with a larger response rate in a different age group and regions of the land. Also, the first research question in our study is very generalised and difficult to answer with such small student sample. That is why we suggest the future researchers to put focus on a wider range of participants in the survey in order to receive more advanced results. It would also be interesting to make this research within respondents in different countries and compare the results. Moreover, since the large response rate of this study indicates that presented motivating factors for reducing meat consumption do not make any affect for their buying and consuming decisions, another step could be to conduct a questionnaire with intention to understand, what kind of characteristics of meat alternatives could attract consumers' attention.

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Appendix 1 – Survey

The research about meat consumption and factors influencing willingness to reduce it

Hi!

We are two students from the Kristianstad University who are interested in your opinion about meat consumption habits. To fill in the questionnaire will take just a few minutes. We would be very thankful if you could help us and answer the questions below.

Every person guarantees the anonymity!

1. I am:

₁ Male ₂ Female ₃ No answer

2. I am ___ years old.

3. I live:

₁ With my parents ₂ In my own household

4. Which of these following alternatives best describe your meat eating habits?

<i>Never</i>	<i>Less often than once a month</i>	<i>Once a month</i>	<i>2 – 3 times a month</i>	<i>Once a week</i>	<i>A few times a week</i>	<i>Every day</i>
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5. Which of these following alternatives best describe your eating habits?

	<i>Never</i>	<i>Less often than once a month</i>	<i>Once a month</i>	<i>2 – 3 times a month</i>	<i>Once a week</i>	<i>A few times a week</i>	<i>Every day</i>
<i>Beef</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Pork</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Lamb</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Poultry</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Fish</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Vegetables</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Vegetarian meat alternatives (e</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>

g., soya).

6. For each of the questions below, circle the response that best characterizes how you feel about the statement, where 1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, and 5 = Strongly Agree.

	<i>Strongly Disagree</i>	<i>Somewhat Disagree</i>	<i>Neutral</i>	<i>Somewhat Agree</i>	<i>Strongly Agree</i>
<i>I would buy more meat products if the price was lower</i>	1	2	3	4	5
<i>I like the taste of meat</i>	1	2	3	4	5
<i>I consume meat products because my family does</i>	1	2	3	4	5
<i>I consume meat products because of my cultural tradition</i>	1	2	3	4	5
<i>Meat products are unsafe and can cause dangerous illnesses</i>	1	2	3	4	5
<i>Meat is good for human health</i>	1	2	3	4	5
<i>Meat provides a lot of important proteins</i>	1	2	3	4	5
<i>Meat production demands resources that could be used by human</i>	1	2	3	4	5
<i>Meat production violates animal rights</i>	1	2	3	4	5
<i>Meat production has negative impact on the environment</i>	1	2	3	4	5
<i>I cannot imagine my diet without meat products</i>	1	2	3	4	5
<i>Women eat more fish than men</i>	1	2	3	4	5

<i>Men eat more poultry than women</i>	1	2	3	4	5
<i>Men eat less meat than women</i>	1	2	3	4	5
<i>I eat less meat today than I did 2 – 3 years ago</i>	1	2	3	4	5
<i>I prefer to buy organic meat (e.g., KRAV – labelled or EU- organic)</i>	1	2	3	4	5
<i>I prefer meat from free - ranged livestock</i>	1	2	3	4	5
<i>I am willing to reduce my consumption of meat</i>	1	2	3	4	5

7. For each of the questions below make a decision that best characterizes how you feel about the statement, where 1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, and 5 = Strongly Agree.

	<i>Strongly Disagree</i>	<i>Somewhat Disagree</i>	<i>Neutral</i>	<i>Somewhat Agree</i>	<i>Strongly Agree</i>
<i>I get satisfaction out of controlling people and situations</i>	1	2	3	4	5
<i>I am a strongly-career orientated person</i>	1	2	3	4	5
<i>I am a emotional person</i>	1	2	3	4	5
<i>I am a careful person</i>	1	2	3	4	5
<i>I am good at writing and speaking</i>	1	2	3	4	5
<i>I am a critical person</i>	1	2	3	4	5
<i>I am a very analytical person</i>	1	2	3	4	5
<i>I am a loyal and good partner</i>	1	2	3	4	5

<i>I take decisions fast</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>I am willing to take risks</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>I am interested in food and cooking</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>I am a health conscious person</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>I am considered about the environment</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

8. Can you try to estimate how much meat do you eat in average daily? (e.g., Hamburger weights 90-120 gr., a slice of ham weights 15 gr., a peace of beef 120-150 gr.)

<i>I don't eat meat</i>	<i>Less than 50 grams</i>	<i>Between 51-149 grams</i>	<i>Between 150-250 grams</i>	<i>More than 250 grams</i>
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9. To what extent would you be willing to reduce your consumption of meat?

<i>Not at all</i>	<i>Less than 50 %</i>	<i>I do not know exactly</i>	<i>More than 50 %</i>	<i>Extensively</i>
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Thanks for your help!!!

Appendix 2 – Letter of request (original Swedish)

Hej!

Vi vore verkligen tacksamma om du skulle kunna hjälpa oss genom att svara på vår enkät! Tack på förhand!

Vi arbetar just nu med vår kandidatuppsats " Green Consumer Behavior: The Case of Meat Products" och vi vore väldigt tacksamma om du skulle kunna hjälpa oss genom att avsätta 3-4 minuter för att svara på vår enkät:).

Tack för din medverkan! Vi ser fram emot att få dina kompletta svar.

<https://www.webbenkater.com/s/11cb358>

Vid frågor når ni oss på:

kristina.jovanovic0035@stud.hkr.se eller donata.navickiene0002@stud.hkr.se

Med Vänliga Hälsningar,

Kristina Jovanovic och Donata Navickiene

Appendix 3 – Letter of request (translated into English)

Hi!

We would be very grateful if you would help us and answer our questionnaire! Thanks in advance!

We are currently working on our bachelor thesis: "Green Consumer Behaviour: The Case of Meat Products " and we would be very grateful if you could help us by setting aside 3-4 minutes to answer our survey :).

Many thanks for your participation! We very much look forward to receive your completed questionnaire.

<https://www.webbenkater.com/s/11cb358>

If you have any questions you can reach us:

kristina.jovanovic0035@stud.hkr.se or donata.navickiene0002@stud.hkr.se

Sincerely,

Kristina Jovanovic and Donata Navickiene

Appendix 4 – Eating habits of the respondents

Table 7: Meat Eating Habits and Gender Differences

Gender	Never	Less than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	1	2	0	2	0	15	12
Male	0	0	0	0	0	13	17
Total	1	2	0	2	0	28	29

Table 8: Beef eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	4	2	3	8	8	7	0
Male	1	2	1	5	12	9	0
Total (62)	5	4	4	13	20	16	0

Table 9: Pork eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	4	0	2	9	4	12	1
Male	2	1	0	4	6	14	2
Total (62)	6	1	2	13	10	26	3

Table 10: Lamb eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	17	9	4	2	0	0	0
Male	11	9	3	6	1	0	0
Total (62)	28	18	7	8	1	0	0

Table 11: Poultry eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	13	4	2	1	5	6	1
Male	5	3	2	3	8	7	2
Total (62)	18	7	4	4	13	13	3

Table 12: Fish eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	4	1	4	4	11	8	0
Male	1	2	5	12	9	1	0
Total (62)	5	3	9	16	20	9	0

Table 13: Vegetables eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	2	0	1	0	2	3	24
Male	1	0	1	2	4	9	13
Total (62)	3	0	2	2	6	12	37

Table 14: Vegetarian meat alternatives eating habits

Gender	Never	Less often than once a month	Once a month	2-3 times a month	Once a week	A few times a week	Every day
Female	14	8	2	2	1	4	1
Male	14	9	0	1	3	3	0
Total (62)	28	17	2	3	4	7	1

Table 15: I prefer to buy organic meat (e.g., KRAV – labelled or EU- organic)

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	4	3	10	7	8
Male	5	3	6	8	8
Total (62)	9	6	16	15	16

Table 16: I prefer meat from free-ranged livestock

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	2	1	9	10	10
Male	6	3	2	11	8
Total (62)	8	4	11	21	18

Table 17: Women eat more fish than men

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	5	3	17	4	3
Male	3	3	17	7	0
Total (62)	8	6	34	11	3

Table 18: Men eat less meat than women

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	11	8	11	1	1
Male	11	12	5	2	0
Total (62)	22	20	16	3	1

Table 19: The average daily amount of consumed meat

Gender	I don't eat meat	Less than 50 grams	Between 51-149 grams	Between 150-250 grams	More than 250 Grams
Female	1	2	14	12	3
Male	1	3	14	7	5
Total (62)	2	5	28	19	8

Table 20: I eat less meat than I did 2-3 years ago

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	9	10	5	2	6
Male	11	3	7	3	6
Total (62)	20	13	12	5	12

Appendix 5 – Motivating factors for buying, consuming and reducing meat consumption

Table 21: I would buy more meat products if the price was lower

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	5	4	9	10	4
Male	3	3	8	6	10
Total (62)	8	7	17	16	14

Table 22: I like the taste of meat

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	1	5	5	20
Male	0	1	0	5	24
Total (62)	1	2	5	10	44

Table 23: I consume meat products because my family does

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	7	7	6	7	5
Male	4	7	10	8	1
Total (62)	11	14	16	15	6

Table 24: I consume meat products because of my cultural tradition

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	12	2	5	12	1
Male	10	3	7	7	3
Total (62)	22	5	12	19	4

Appendix 6 - Motivating factors for reducing meat consumption

Table 25: Meat product are unsafe and can cause dangerous illnesses

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	9	7	8	7	1
Male	5	8	11	5	1
Total (62)	14	15	19	12	2

Table 26: Meat is good for human health

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	3	7	15	6
Male	1	2	10	13	4
Total (62)	2	5	17	28	10

Table 27: Meat provides a lot of important proteins

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	0	1	2	12	17
Male	1	0	2	15	12
Total (62)	1	1	4	27	29

Table 28: Meat production demand resources that could be used by human

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	0	22	5	4
Male	0	1	21	4	4
Total (62)	1	1	43	9	8

Table 29: Meat production violates animal rights

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	3	4	10	10	5
Male	0	1	21	4	4
Total (62)	3	5	31	14	9

Table 30: Meat production has negative impact on the environment

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	4	8	8	11
Male	3	3	5	13	6
Total (62)	4	7	13	21	17

Appendix 7 – Feminine and masculine characteristics

Table 31: I get satisfaction out of controlling people and situations

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	7	4	14	7	0
Male	2	2	8	14	4
Total (62)	9	6	22	21	4

Table 32: I am a strongly-career orientated person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	2	4	8	12	6
Male	2	2	9	11	6
Total (62)	4	6	17	23	12

Table 33: I am an emotional person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	2	1	18	10
Male	3	4	5	14	4
Total (62)	4	6	6	32	14

Table 34: I am a careful person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	4	3	11	13
Male	1	3	3	16	7
Total (62)	2	7	6	27	20

Table 35: I am good at writing and speaking

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	0	3	7	13	9
Male	0	0	8	10	12
Total (62)	0	3	15	23	21

Table 36: I am a critical person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	0	3	10	15	4
Male	0	6	4	12	8
Total (62)	0	9	14	27	12

Table 37: I am a very analytical person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	5	5	11	10
Male	0	3	7	10	10
Total (62)	1	8	12	21	20

Table 38: I am a loyal and good partner

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	0	0	4	11	17
Male	1	1	3	9	16
Total (62)	1	1	7	20	33

Table 39: I take decisions fast

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	3	7	7	11	4
Male	0	4	8	12	6
Total (62)	3	11	15	23	10

Table 40: I am willing to take risks

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	6	11	12	2
Male	0	6	7	13	4
Total (62)	1	12	18	25	6

Table 41: I am interested in food and cooking

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	2	4	6	9	11
Male	0	3	4	14	9
Total (62)	2	7	10	23	20

Table 42: I am a health conscious person

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	1	1	9	13	8
Male	0	3	6	17	4
Total (62)	1	4	15	30	12

Table 43: I am considered about the environment

Gender	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Female	0	4	7	13	8
Male	3	1	8	12	6
Total (62)	3	5	15	25	14

Appendix 8- Correlation between Feminine Characteristics and Willingness

Correlations

Willingness to reduce	Willingness to reduce	AmEmotional	Careful	ConsideredEnviron	LoyalAndGoodPartner	AmGoodAtWrittingAndSpeaking	FoodSafety	Health	HealthProteins	Environment	EthHuman	EthAnimal
Spearmans rho	1,000	,260	,181	,474*	,062	-,191	-,202	,024	-,154	-,027	,242	,175
Correlation Coefficient												
Sig. (2-tailed)		,041	,159	,000	,630	,138	,116	,852	,232	,832	,058	,173
N	62	62	62	62	62	62	62	62	62	62	62	62
AmEmotional	,260	1,000	,179	,207	,220	-,045	,033	-,168	-,266**	-,152	,107	-,013
Correlation Coefficient												
Sig. (2-tailed)	,041		,163	,107	,083	,728	,860	,191	,036	,238	,408	,918
N	62	62	62	62	62	62	62	62	62	62	62	62
Careful	,181	,179	1,000	,147	,054	,095	-,107	,180	,025	-,145	,029	,135
Correlation Coefficient												
Sig. (2-tailed)	,159	,163		,254	,677	,463	,406	,161	,847	,261	,821	,297
N	62	62	62	62	62	62	62	62	62	62	62	62
ConsideredEnviron	,474*	,207	,147	1,000	,149	,017	-,032	-,078	-,214	,134	,331	,175
Correlation Coefficient												
Sig. (2-tailed)	,000	,107	,254		,249	,893	,808	,549	,094	,298	,070	,172
N	62	62	62	62	62	62	62	62	62	62	62	62
LoyalAndGoodPartner	,062	,220	,054	,149	1,000	-,096	,254	-,281	-,244	,181	,048	,157
Correlation Coefficient												
Sig. (2-tailed)	,630	,083	,677	,249		,455	,046	,027	,056	,158	,712	,223
N	62	62	62	62	62	62	62	62	62	62	62	62
AmGoodAtWrittingAndSpeaking	-,191	-,045	,095	,017	-,096	1,000	-,017	,031	,036	-,272	-,061	-,080
Correlation Coefficient												
Sig. (2-tailed)	,138	,728	,483	,893	,455		,893	,808	,779	,032	,637	,538
N	62	62	62	62	62	62	62	62	62	62	62	62
FoodSafety	-,202	,023	-,107	-,032	,254	-,017	1,000	-,413	-,179	,242	,036	,256
Correlation Coefficient												
Sig. (2-tailed)	,116	,800	,406	,808	,046	,893		,001	,163	,058	,784	,045
N	62	62	62	62	62	62	62	62	62	62	62	62
Health	,024	-,168	,180	-,078	-,281	-,017	-,413	1,000	,619	-,305	-,009	-,425**
Correlation Coefficient												
Sig. (2-tailed)	,852	,191	,161	,549	,027	,808	,001		,000	,016	,947	,001
N	62	62	62	62	62	62	62	62	62	62	62	62
HealthProteins	-,154	-,266**	,025	-,214	-,244	,036	-,179	,619	1,000	-,196	,024	-,401**
Correlation Coefficient												
Sig. (2-tailed)	,232	,036	,847	,094	,056	,779	,163	,000		,126	,850	,001
N	62	62	62	62	62	62	62	62	62	62	62	62
Environment	-,027	-,152	-,145	,134	,181	-,272	,242	-,305	-,196	1,000	,285	,478**
Correlation Coefficient												
Sig. (2-tailed)	,832	,238	,261	,298	,158	,032	,058	,016	,126		,025	,000
N	62	62	62	62	62	62	62	62	62	62	62	62
EthHuman	,242	,107	,029	,231	,048	-,081	,036	-,009	,024	,285	1,000	,173
Correlation Coefficient												
Sig. (2-tailed)	,058	,408	,821	,070	,712	,637	,784	,947	,850	,025		,179
N	62	62	62	62	62	62	62	62	62	62	62	62
EthAnimal	,175	-,013	,135	,175	,157	-,090	,256	-,425**	-,401**	,478**	,173	1,000
Correlation Coefficient												
Sig. (2-tailed)	,173	,918	,297	,172	,233	,538	,045	,001	,001	,000	,179	
N	62	62	62	62	62	62	62	62	62	62	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Appendix 9 – Correlation between Masculine Characteristics and Willingness

Correlations

Spearmans rho	Willingness to reduce	Career oriented	Take Decision Fast	Willing to Take Risks	Analytical	Controlling People and Situations	Food Safety	Health	Health Proteins	Environment	Eth Human	Eth Animal
1,000												
	Correlation Coefficient											
	Sig. (2-tailed)											
	N											
	Correlation Coefficient											
	Sig. (2-tailed)											
	N											
	Correlation Coefficient											
	Sig. (2-tailed)											
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	Correlation Coefficient											
	Sig. (2-tailed)											
	N											
	Correlation Coefficient											
	Sig. (2-tailed)											
	N											

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).