

Environmentally friendly food consumption

Study 1: How are hosts perceived when they offer a meat-menu/ vegetarian menu/ expensive menu/ inexpensive menu? (for answers: see Figure 1)

Study 2: Which different groups of consumers exists in regard to environmentally friendly food consumption?

Study 3: How do people evaluate the environmental impact of certain menus?

Study 4: In what way are consumers able to compose themselves an environmentally friendly menu?

- What do people know about how to behave environmentally friendly, especially how to make environmentally friendly food choices?
- How do they translate this knowledge into their daily decisions and behavior?
- Why do they behave like they do?

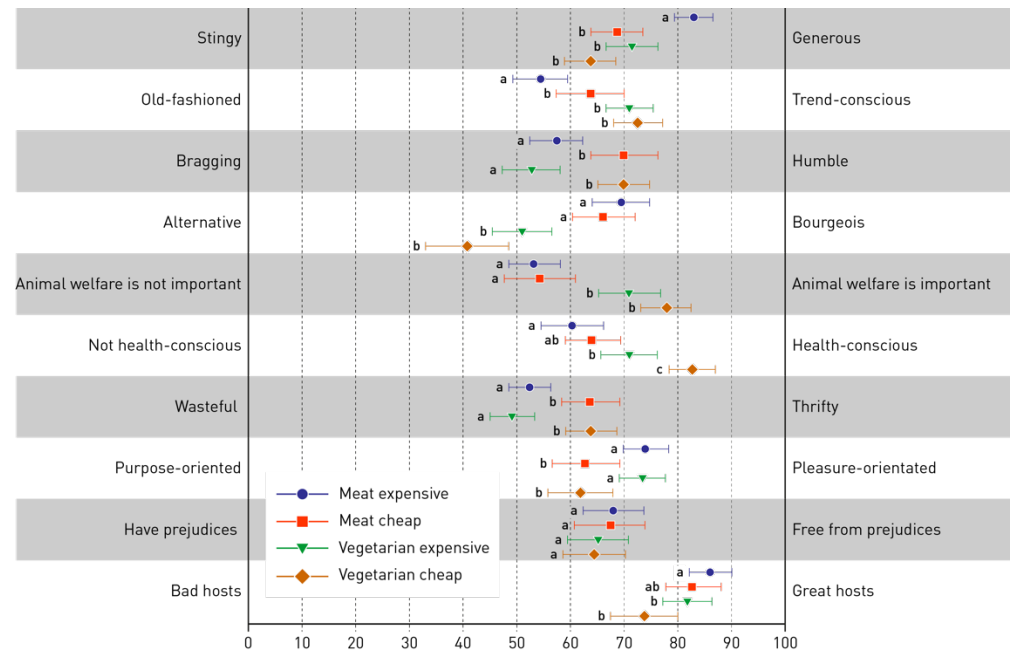


Figure 1: Evaluation of the hosts with ten pairs of characteristics for the four menu conditions