Facilitators and Barriers for Young Chinese Consumers Adopting Plant-Based Meat Alternatives: A Path to Reduce Meat Consumption

Student name: Yipeng Wang

Student number: 1333410

Course code: FQD80436

Starting date: 07-01-2025

Ending date: 13-08-2025

Supervisor: Pieter Groen

Abstract

It is widely recognised that excessive meat consumption can contribute to environmental pollution and have negative effects on human health. As the largest meat-consuming country in the world, China has the potential to help achieve global sustainability by reducing meat consumption. One effective approach to achieving this is through substituting meat with plant-based meat alternatives (PBMAs). While most existing research has focused on Western consumers' perceptions of PBMAs, studies exploring Chinese consumers' attitudes toward PBMAs remain limited. In the Chinese market, the concept of PBMAs has yet to be clearly defined. Therefore, this study first investigates how Chinese consumers define PBMAs, and subsequently explores the drivers, barriers, and tensions influencing their consumption. Since young Chinese consumers tend to be more environmentally conscious and more open to novel products, this study targets members of Generation Z in China. The research sample comprises eight Chinese consumers residing in China and eight Chinese consumers who have lived in the Netherlands for more than six months, all of whom participated in one-on-one interviews followed by statistical analysis. The findings indicate that, for both groups, health-related marketing advertising, sensory preferences for PBMAs, and their high protein content act as drivers of purchase intention. Conversely, high prices, a preference for natural foods, and so on negatively affect PBMA acceptance. Moreover, factors such as the long-standing presence of soy-based products in the Chinese diet and the tradition of communal dining were found to function as both drivers and barriers to PBMA consumption.

Key words: plant-based meat alternatives (PBMAs), Consumers, Facilitators, Barries, Tensions.

Table of contents

1. Introduction

The Food Balance Sheet data from the Food and Agriculture Organization of the United Nations (FAO) indicates that global meat consumption has increased significantly in recent decades (Whitton et al., 2021). Meat production is responsible for more than half of the greenhouse gas (GHG) emissions generated by food production (Gaillac & Marbach, 2021), posing a considerable threat to global sustainability. In response, the United Nations has committed to achieving 17 Sustainable Development Goals (SDGs) by 2030 (Wang & Scrimgeour, 2021), including "Responsible Consumption and Production" and "Climate Action". The growing demand for meat consumption is contrary to these sustainability objectives. Encouraging consumers to adopt plant-based meat alternatives (PBMAs) instead of meat intake is one of the best ways to achieve these goals.

In addition to environmental concerns, health considerations also drive consumer interest in PBMAs. Epidemiological studies have shown that excessive consumption of red and processed meat has adverse health effects, including an increased risk of developing type 2 diabetes (Ekmekcioglu et al., 2018). Consequently, health-conscious consumers are increasingly opting for PBMAs.

The term "PBMAs" refers to a broad category of food products designed to replace conventional meat products. This category includes meat analogues and meat substitutes. Meat analogues are plant-based products that closely mimic the sensory and nutritional attributes of meat, such as plant-based hamburger meat, plant-based chicken nuggets, etc. (Kołodziejczak et al., 2022). Meat substitutes are plant-derived products made from plants that serve as alternatives to meat, such as tofu. In Western countries, legumes are often considered part of the category of PBMAs. However, in China, legumes such as soybeans, peas are primarily regarded as a type of vegetable.

Research on consumer attitudes toward PBMAs has primarily focused on developed Western countries, where high per capita meat consumption is a significant concern (O. Wang & Scrimgeour, 2021). However, PBMAs in developing Asian countries have received relatively low scholarly attention, mainly due to differences in dietary structures compared to Western countries. Despite this, the total meat consumption in Asia exceeds that of Europe and North America, and it continues to rise, particularly in developing Asian countries (O. Wang & Scrimgeour, 2021). Therefore, understanding consumer perceptions and expectations regarding PBMAs in these regions is crucial for reducing meat consumption.

This study focuses on China, which overtook the U.S. as the world's largest meat consumer (H. H. Wang, 2022). In order to reach the SDGs by 2030, it is necessary to reduce meat consumption in China and let more consumers replace meat consumption with PBMAs. Therefore, this study aims to explore Chinese consumers' perceptions and expectations of PBMAs. The research particularly targets Generation Z, a group of people who are known for

their openness to new dietary trends and strong environmental awareness (Dabija et al., 2020).

Since "PBMAs" are already a well-established concept in many Western countries and have been available on the market for a long time, the above definition of PBMAs are primarily based on Western contexts. However, China lacks a clear definition of PBMAs as well as specific laws and regulations governing these products (Zhang et al., 2023). Therefore, this study aims to explore how Chinese consumers define PBMAs.

The specific research questions addressed in this study are as follows:

- How do Chinese consumers define plant-based meat alternatives?
- What are the drivers and barriers influencing Chinese consumer perceptions of plant-based meat alternatives?

2. Theoretical framework

A few studies have shown that cultural and historical influences have promoted the spread of PBMAs in China. China can be considered the birthplace of PBMAs. Tofu was introduced as part of the Chinese diet in 965 AD. With the emergence of tofu, many soy-based products were produced, such as dried tofu and tofu skin. Soy-based products have become part of the traditional Chinese diet (Ortega et al., 2022). Therefore, unlike some Western consumers who find the taste of tofu difficult to accept upon first trying it (Michel et al., 2021), Chinese consumers are already highly familiar with both the taste and the culinary preparation of soy-based products. However, at the same time, soy-based products have traditionally been positioned as vegetables in the Chinese diet, which makes it challenging for Chinese consumers to accept them as PBMAs.

Consumer preferences regarding the ingredients of PBMAs can act as both a facilitator and a barrier to adoption. Miao et al. (2023) suggest that Chinese consumers expect PBMAs to be high in protein and low in fat. Consequently, if PBMAs do not meet these expectations, consumers may be less willing to try them. In China, the most commonly used proteins in PBMAs are soy protein and pea protein. Chinese consumers are more well-known for soy protein than pea protein, probably due to the fact that some traditional PBMAs are mostly soy-based, such as tofu (Wu et al., 2024). This indicates that using less familiar proteins, such as lupin protein, in PBMAs may pose a barrier to consumer consumption.

Price and packaging are two major barriers to the consumption of PBMAs among Chinese consumers. The study of Wang et al. (2022) found that 87.2% of participants were more likely to pay less for PBMAs than for conventional meat. He et al. (2020) also indicated that one of the main reasons some consumers were unwilling to purchase PBMAs was their high price.

Since meat analogues are relatively rare in the Chinese market compared with those in Western countries, they are not the focus of discussion here. In this study, the term “meat substitutes,” such as tofu, refers to products that are currently much cheaper than meat in the Chinese market. Therefore, consumers are unlikely to accept meat analogues that are priced higher than meat. Similar to Chinese consumers, European consumers also tend to prefer purchasing PBMAs at lower prices. Carlsson et al. (2022), in a study involving approximately 1,000 European consumers, found that consumers were more willing to choose meat substitutes when their price was one-third or two-thirds of the price of meat.

Additionally, He et al. (2020) found that some consumers were reluctant to buy PBMAs due to insufficient product information on the packaging, which made it difficult to infer the texture and taste of the product. Participants in the study of Wang et al. (2022) also highlighted the lack of information regarding the origin of ingredients used in PBMAs as a concern.

Chinese consumers' perceptions of the health aspects of PBMAs can be both a facilitator and a barrier (tension). The study of Chen & Zhang (2022) suggests that some participants were concerned about the health risks associated with the excessive additives in PBMAs. In contrast, Chia et al. (2024) show that some participants believed consuming PBMAs instead of conventional meat could help reduce the risk of zoonotic diseases, making them more willing to adopt PBMAs.

Lack of trust in PBMAs among Chinese consumers and the potential economic impacts that PBMAs may have may also be a barrier to consumer consumption of PBMAs. Most participants in the research of Pareti (2024) showed a strong interest in trying PBMAs, and this interest was mainly due to curiosity about these products. However, they were unsure whether they would consume PBMAs in the long term, and this uncertainty mainly came

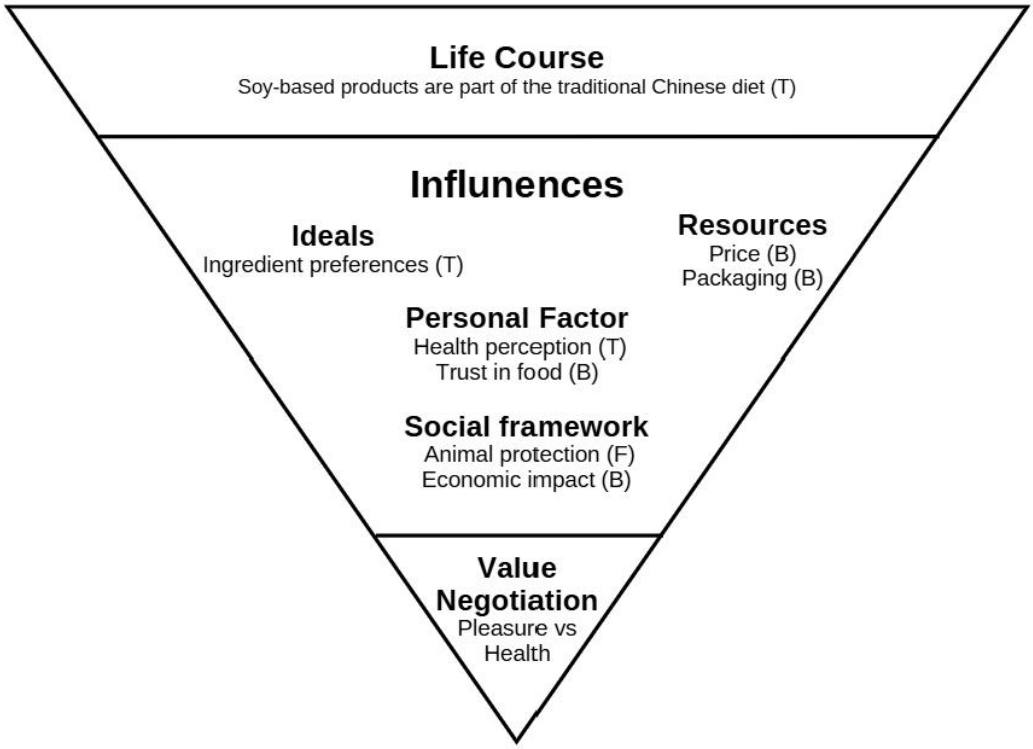
from a lack of confidence in the immature technology of the products. Unlike Chinese consumers, whose lack of confidence is directed toward PBMAs, Western consumers remain hesitant about consuming soy and soy-based products due to the limited availability of long-term consumption data (Rizzo & Baroni, 2018). Moreover, some consumers are aware that the development of PBMAs, which are increasingly replacing meat, could lead to job losses for traditional livestock workers (Pareti, 2024).

Animal protection also promotes the consumption of PBMAs. Consumers believed that consuming PBMAs in place of meat consumption could reduce animal slaughter, which is beneficial to animal protection (Pareti, 2024). Although environmental concerns were expressed by a small number of consumers, Wu et al. (2024) found that environmental concerns had little influence on consumers' choices when they purchase PBMAs. However, the consumption of meat substitutes among European consumers is primarily motivated by

concerns for environmental protection (Kumar et al., 2015).

Lastly, while consumers recognise the health benefits of consuming PBMAs, they struggle to give up meat due to the enjoyment it provides. He et al. (2020) indicate that the sensory experience of eating meat cannot be fully replicated by PBMAs, and no level of imitation can make PBMAs truly similar to conventional meat. This remains one of the largest barriers to PBMA consumption. At the same time, consumers are also concerned about the health risks associated with meat consumption, particularly due to potential drug residues in meat products (Chia et al., 2024).

To more clearly illustrate the theoretical framework, this study is inspired by Kerslake et al. (2022) 's research and incorporates the food choice process model in Figure 1.



F = Facilitator B = Barrier T = Tension

Figure 1. Food choice process model for plant-based meat alternatives

3. Methods

3.1 Research design

This study explored the perspectives of Chinese Generation Z consumers (aged 18-28) on PBMAs. In order to gain deeper insights into their perceptions and expectations on PBMAs, semi-structured interviews were conducted. A structured interview guide (Appendix A) was designed in advance to ensure a smooth process and maintain focus on the research questions.

The interview guide was inspired by the study of Kerslake et al. (2022) and was developed based on five key aspects: (1) exploring consumers' attitudes toward reducing meat consumption; (2) comparing the differences between the Dutch and Chinese markets regarding PBMAs; (3) evaluating existing products on the Dutch market, in terms of appearance, flavour, taste, texture, price, and nutritional value; (4) investigating consumers' expectations of PBMAs and their potential applications; (5) examining the influence of family, friends, and society on consumers' acceptance and consumption of PBMAs.

Although PBMAs are not as widely available in the Chinese market as in the Dutch market, the researcher still aimed to explore Chinese consumers' perceptions of specific types of PBMAs. Therefore, the researcher selected nine representative PBMAs that are commonly found in the Dutch market, as shown in Table 1.

The first three products listed in Table 1 are all available in the Chinese market. tofu and seasoned tofu are both very common in China. Additionally, plant-based pulled beef, similar to the product shown in Figure 3, also exists in China. The products 4 to 6 imitate meat types frequently consumed in Chinese cuisine, such as sausages, bacon, and meatballs. In contrast, the products 7 to 9 are considered relatively novel for Chinese consumers and are rarely seen in the Chinese market.

Table 1. Representative PBMA products available in the Dutch market.

		
1. Tofu	2. Seasoned tofu	3. Plant-based pulled beef

		
4. Plant-based sausage	5. Plant-based bacon	6. Plant-based meatballs
		
7. Plant-based chicken cutlet	8. Plant-based burger meat	9. Plant-based minced meat for pasta

3.2 Participants & recruitment

The target group for this study is Chinese consumers of Generation Z. Generation Z people are highly influenced by the Internet and social media, they can participate in many things through the Internet and have strong opinions about many things. Besides, they show a strong interest in sustainability and social responsibility and are very willing to participate in actions to protect the environment (Dabija et al., 2020). Hong et al. (2024) indicate that Generation Z in China is more open to purchasing sustainable products.

Participants were recruited by distributing an online questionnaire via social media platforms such as WeChat and Weibo. The questionnaire collected basic demographic and background information, including gender, age, meat consumption habits, religion, their home region in China, and the length of time they have lived in the Netherlands. Based on the screening criteria, 16 eligible participants were selected: eight were long-term residents of China, and the other eight were Chinese consumers who had been living in the Netherlands for more than six months. The primary reason for selecting consumers who have lived in the Netherlands for a long time is that they are not only familiar with how PBMAs are marketed and promoted in a country where the PBMA market is already highly developed, but most of them are also familiar with the Chinese market.

3.3 Procedures

Interviews with Chinese consumers will be conducted online as the interviewer is based in the Netherlands. For Chinese participants currently located in the Netherlands, face-to-face interviews will be conducted in a private room in the school building. Considering that participants would feel more relaxed and comfortable when interviewed in a language with which they are more familiar, and that they could express their thoughts more accurately, the interviews were conducted in Chinese. All interview sessions will be audio-recorded with participant consent. To protect participant privacy, all collected data will be anonymized. The interview will last about 30 minutes.

3.4 Data analysis

To minimize potential errors caused by translation, the transcripts were also produced in Chinese. When it was necessary to quote specific excerpts from participants' transcripts, the researcher translated these excerpts into English for inclusion in this study. Initially, transcripts from two participants were selected and coded in ATLAS.ti according to the research objectives. Based on this process, a preliminary code book was developed, which contained the following five main themes: frequency and reasons for meat consumption, definitions of PBMAs, drivers of PBMA consumption, barriers to PBMA consumption, and tensions related to PBMA consumption. Then all transcripts were coded to verify the validity of these five themes and, where appropriate, to add relevant sub-themes.

子主题

3.5 Pilot study

A pilot interview was conducted to evaluate the validity of the interview guide. To assess the effectiveness of the interview guide, a pilot interview was conducted. The participant in the pilot interview was a 23-year-old Chinese student studying in the Netherlands, who regularly consumes meat, has no religious dietary restrictions, and had been living in the Netherlands for one and a half years. Based on the results of the pilot interview, I revised one interview question and replaced one image. The rest of the guide remained unchanged.

The first question I intended to explore was how many days per week the participant consumes meat, rather than the total number of times meat is consumed in a week. Therefore, I revised the initial question from "How many times a week do you eat meat?" to "How many days per week do you eat meat?" In addition, I added a follow-up question: "During which meal(s) of the day do you typically consume meat?" to gain a deeper understanding of participants' meat consumption habits.

Originally, Image 5 depicted the product shown in Figure 2, which I intended to present as a

substitute for ham slices often added to sandwiches. However, the participant noted that the product resembled salami more closely. Since salami is not commonly consumed in China, I replaced it with a plant-based bacon alternative, which is more familiar and widely used in Chinese cuisine.

Figure 2. Image originally used in the interview guide

4. Results

This study involved 16 participants, 8 of whom lived in China, and 8 of whom were Chinese and had lived in the Netherlands for more than 6 months. The Chinese participants lived in China were identified by "C+number" (e.g., C1-C8), while those in the Netherlands were labeled "N+number" (e.g., N1-N8). Participants' frequency of meat consumption, gender, and year of birth are listed in Table 2. Besides, all participants in this study were from urban areas of China.

Table 2. Sample description

Participants	Frequency of meat consumption per week	Gender	Year of birth
C1	7 days	F	2000
C2	7 days	F	2001
C3	7 days	F	2000
C4	7 days	F	2000
C5	3-4 days	F	2000
C6	7 days	M	2000
C7	7 days	M	1999
C8	5-6 days	F	2000
N1	2-3 days	F	2001
N2	7 days	F	2001
N3	7 days	F	2000

N4	7 days	F	2001
N5	7 days	F	2001
N6	4-5 days	F	2001
N7	7 days	M	1997
N8	4-5 days	F	1998

4.1 Attitudes towards reducing meat consumption

Participants were asked if they had considered reducing their meat consumption. The majority of them, both those residing in the Netherlands and those living in China (n=14), had not considered reducing their meat consumption, and the main reason was for their health. Some participants (n=7) generally stated that meat provides essential daily nutrients, while the other (n=4) specifically mentioned which nutrients they believe must be obtained from meat. Most of those who gave more detailed answers were more concerned about food nutrition and expressed a preference for animal-based proteins over plant-based proteins. “I don't think animal proteins can be replaced by plant proteins” (C7). There were also a few participants (n=3) who felt that the daily meat intake was not too much, so they did not consider reducing meat consumption. “Although I eat meat every day, I only eat meat at one meal a day and I eat very little meat at that one meal, so the total amount of meat consumed per day is not a lot, so I do not consider reducing my meat consumption” (C2).

The majority of Chinese participants living in the Netherlands (n=6) reported a reduction in their meat consumption due to changes in their living environment. This decrease was primarily attributed to two factors: the inconvenience of cooking meat and the perception that meat in the Netherlands is less tasty compared to that in China. Some of the participants (n=4) noted that food delivery options in China are far more diverse than those in the Netherlands. In China, they would typically order meat-containing meals for lunch and dinner. However, in the Netherlands, where they need to cook for themselves, cooking meat is more complex than making a plant-based salad or sandwich. As a result, they sometimes opt for vegetarian dishes or instant meals without meat. “Most of the time in the Netherlands, I have to cook for myself. Sometimes I come home from work feeling exhausted, so I just have a salad or some ready-to-eat food for dinner. In those cases, I don’t eat any meat. But when I was in China, it was very easy to order takeaway meals with meat” (N1). The other participants (n=3) reduced their meat intake because they found Dutch meat less delicious than Chinese meat. “After coming to the Netherlands, I started eating meat less frequently. I feel that Dutch meat is not as tasty as Chinese meat. I’m not sure if it's because the meat here isn’t castrated, but no matter how I cook it, it has a strange

smell.” (N5)

Some participants mentioned that they were trying to reduce their consumption of certain types of meat, mostly pork or other meats with higher fat content. Some (n=3) felt that eating too much fatty meat was not good for their health. One participant who ate with her parents said, “my dad has high blood lipids recently, so my family doesn’t eat much pork now. We mainly eat beef instead” (C3). Several people (n=2) who had goals such as fat loss or fitness could not consume too much fatty meat. “I've been working out recently, so I don't eat much pork. I think pork is too fatty, I've been eating chicken breast instead” (C6). However, these participants were only reducing specific types of meat; the overall amount of meat they consumed each day did not change significantly.

Participants (n=2) who were considering reducing their meat consumption were primarily motivated by weight loss. “I've been losing weight recently so I'm thinking about eating less meat and more vegetables. I think I use more oil to cook meat than vegetables. And meat itself contains some fat” (N4).

4.2 Definition of PBMAs by Chinese consumers

Most participants associated tofu (n = 12), soy-based products (n = 12), meat analogues (n = 5), and fungi (n = 4) with PBMAs. All participants (n = 16) had eaten tofu before. During the interviews, the researcher also explained to the participants how PBMAs are defined in this study.When asked whether they had previously tried PBMAs, most participants—particularly those in China—initially responded that they had never consumed them. However, upon further questioning about whether they had eaten soy-based products before, all participants confirmed that they had. Therefore, most of them (n = 10) did not usually consider tofu as a meat alternative in their daily lives. “Tofu is just another type of vegetable to me. I never think of it as a meat alternative” (C1). Only a few participants (n = 2) said they might consider tofu as a meat alternative when meat was unavailable: “Sometimes when I’m having hot pot and realize there’s no meat at home, I just boil some tofu instead” (N5).

Most Chinese participants living in the Netherlands (n=6) referred to meat analogues when discussing PBMAs. The majority of these participants also noted that the meat alternative markets in the Netherlands and China are significantly different. In China, the concept of "PBMAs" is not clearly defined, whereas in the Netherlands, supermarkets typically have dedicated sections for such products. “I think there are many different kinds of meat alternatives in the Netherlands, and supermarkets have special shelves for them. But in China, if people don’t want to eat meat, they are unlikely to think of meat alternatives. Instead, they might choose protein-rich foods

like milk or eggs" (N4). A few participants in China (n=2) also expressed that increasing public awareness of PBMAs would be beneficial. "I had never heard of the concept of meat alternatives before. I think it's a good idea—when people don't want to eat meat but still need nutrition, they can choose meat alternatives instead" (C4).

A few participants in China (n=4) said they had eaten fungi-based dishes that imitated seafood at vegetarian or Buddhist-style restaurants, or had bought similar products in supermarkets, so they associated fungi with meat alternatives. "I once ate at a vegetarian restaurant where they used mushrooms to imitate meat" (C2). When talking about PBMAs, participants also mentioned konjac (n = 2) as a substitute for beef tripe. Others associated products like wheat gluten (n = 1) and protein bars (n = 1) with meat alternatives.

Since participants in China were not familiar with the PBMAs available in the Dutch market, I selected nine representative PBMA products, as shown in Table 1, for participants to review and evaluate.

4.3 Facilitators of PBMAs

4.3.1 Curiosity about unfamiliar products

Most participants who have always lived in China (n=7) said they rarely see meat analogues in their daily life. However, they are willing to try them out of curiosity. "I might be curious about how the taste is different from real meat" (N5).

4.3.2 Meat-like appearance

The appearance of PBMAs is an important factor influencing purchase decisions of consumers. Most participants (n=10) were more likely to buy products that look similar to real meat. "They look so much like real meat. When I see them, I forget they are not actual meat, so I'm more willing to buy them" (N4). Besides, some participants (n=5) mentioned that they were less willing to purchase certain PBMAs because the color looked either too dark or too light compared to real meat. "I think the color of the meatballs (product 6 in Table 1) is too dark, and I don't like it" (N6)

4.3.3 Providing tasting opportunities

Several Chinese consumers living in the Netherlands (n=3) mentioned that they had only tried certain types of PBMAs available in the Dutch market, such as tofu. For these participants, tofu was the most familiar type of PBMAs. "I've bought the tofu shown in Figure 1 before—it tasted pretty good. I haven't tried the others" (N3). They were curious about other types of PBMAs, but hesitated to try them due to price concerns and uncertainty about the taste. They suggested that offering tasting

opportunities in supermarkets could encourage them to make a purchase. “If there were more tasting opportunities, so I could try before buying, I would probably buy them. But I’m not very willing to try because they seem more expensive than real meat. I’m afraid I’ll buy it, take one bite, and find it tastes bad. That would be a waste, especially since it's more expensive than the real meat” (N2).

4.3.4 Nutrition value

When discussing the nutritional value of PBMAs, most participants (n=10) said they would check the nutrition value table before buying them. Some participants who paid attention to nutrition (n=6) were particularly concerned about protein content. Among them, some (n=4) hoped for a higher protein content: “I check the protein content of PBMAs. I eat meat mainly to get protein, so if I’m eating PBMAs as a meat substitute, of course I hope they contain as much protein as possible" (N7). Others (n=2) mentioned that it was enough for PBMAs to provide a similar amount of protein as real meat.

Some participants (n=5) said they preferred PBMAs with lower sodium content because they planned to cook and season the PBMAs themselves: “Since I’ll definitely cook and season the PBMAs later, maybe with some extra salt, I prefer them to have lower sodium content” (C7). A few participants also said they preferred PBMAs with lower fat content due to weight-loss goals. “When I buy PBMAs, I check the fat content. I’m currently trying to lose weight, so I prefer products with lower fat” (N4).

4.4 Barriers to PBMAs

4.4.1 Price

Some participants (n=7) pointed out that the current prices of PBMAs are relatively high. They believed that they would be more likely to buy PBMAs only when the price is lower than that of real meat. “If the price of PBMAs is lower than real meat and it provides similar nutritional value, I would consider buying it” (N1).

Another participant mentioned that reducing the price of PBMAs while maintaining their nutritional value could be a good solution to malnutrition in poor areas. “I’ve learned that one of the main reasons for malnutrition among children in poor areas is that they can’t afford meat. I think if PBMAs can be cheaper than meat while offering similar nutritional value, it would be a good option for families who cannot afford meat” (C1)

4.4.2 Tradition of Communal Dining

Several participants (n=5) indicated that they could not imagine themselves becoming

vegan or vegetarian. In addition to the previously discussed belief that meat offers essential and irreplaceable nutrition, they also viewed not eating meat as a socially isolating behavior that could negatively affect their social life. “If all my friends are eating meat and I am the only one eating vegetables, it would be difficult for us to eat together. They would most likely order many meat dishes that I cannot eat, and I would only have the vegetarian dishes they specifically ordered for me. This would make me feel that the meaning of eating together is lost, and I would feel socially excluded” (N2).

4.4.3 Additives

Most participants (n=9) believed that foods with many additives are unhealthy, so they preferred to buy PBMAs with fewer additives. “I once bought plant-based abalone (Figure 3), and I checked the ingredient list. It had so many additives, which made me feel it was really unhealthy” (C3). They also did not want PBMAs to have a very long shelf life: “I don’t want this kind of meat alternative to have a long shelf life. If it’s too long, I’ll feel like it must have preservatives, and that’s not very healthy” (C2).

Figure 3. Plant-based abalone

Some participants (n=7) also linked excessive additives to being overly processed. “I think this burger-like PBMA looks heavily processed. I guess it must contain a lot of additives, so I don’t really like it” (C7). Therefore, some participants (n=5) said they preferred less processed products like tofu, rather than highly processed PBMAs. “I still prefer tofu-type PBMAs, which are less processed. The others seem heavily processed, and I don’t think that’s healthy, so I’m not very willing to buy them” (C6). Some participants based in China (n=4) were concerned about the hygiene of the frying oil used in PBMAs sold in supermarkets. As a result, they tended to avoid fried products. “If these products were available in Chinese supermarkets, I would not purchase the ones shown in Figures 6, 7, and 8, as they appear to be fried. I am concerned that the oil used in supermarkets may not be clean” (C1).

4.4.4 Protein quality

A few participants (n=2) expressed concerns about plant-based protein: “I think if I only eat plant-based protein, I might miss the amino acids that animal protein provides” (N3).

4.5 Tensions to PBMAs

4.5.1 First impressions of PBMAs

The main reason why all participants in the Netherlands (n=8) chose not to repurchase PBMAs after trying them was that they did not find them tasty, or they thought the taste was not as good as real meat. “I bought it once and didn’t buy it again because I felt it didn’t taste good after trying it. I could tell it was made from soy, and anyway, it wasn’t as tasty as meat” (N3).

A few participants said they were willing to repurchase a certain type of PBMA because they found it tasted good after the first try. “I tried the fried plant-based chicken cutlet before. I think the deep-frying helps cover some of the soy taste, so I would buy it again” (N5).

4.5.2 Taste and texture of PBMAs

Almost all participants (n=14) hoped that the taste and texture of PBMAs would be similar to real meat. “I hope PBMAs taste similar to real meat” (C4).

Some participants said they did not like the beany flavour of PBMAs, so most of them expressed a preference for seasonings that can cover the original taste. “If the seasoning of PBMAs can cover the beany flavour, I would be more willing to buy them” (N6). However, two participants mentioned that they preferred PBMAs to be lightly seasoned. In other words, they show a preference for PBMAs that preserve their original flavor, such as product 5 in Table 1. They intended to cook and season the products themselves later. “I don’t want it to be too heavily seasoned because I will cook it myself later. I want the final taste to come from my own seasoning, not the original flavor of the product” (C7).

Regarding texture, most participants said they expected PBMAs to have a fibrous texture similar to real meat. “I tried plant-based meat at an event. I was expecting a meat-like fibrous texture, but it didn’t have that” (N2).

However, two participants said PBMAs don’t necessarily need to imitate meat. “I think PBMAs don’t have to imitate meat if they can’t do it well. I once tried a well-seasoned tofu product, and it tasted good without trying to be like meat. But there are many products in the supermarket feel neither meat-like nor delicious” (N8).

4.6 Potential applications of PBMAs

Almost all participants (n=14) said they would be more willing to accept PBMAs if they were combined with traditional Chinese dishes. “Because Chinese food is something I’m really familiar with, and PBMAs are something unfamiliar to me, I think it would be easier for me to accept PBMAs if they were included in dishes I already know well" (C8).

However, a few participants (n=2) said that combining PBMAs with Chinese cuisine would not change their opinion of PBMAs. “I think PBMAs can’t replace real meat. Meat is not expensive nowadays—for example, when I cook dishes like spicy chicken, I still prefer to use real meat rather than meat alternatives” (C6).

When asked which Chinese dishes could be made using PBMAs, participants gave various suggestions, such as hotpot, yuxiang rousi (shredded pork in garlic sauce), tofu dumplings, vegan meat ball soup, Chinese-style braised tofu, cold shredded chicken salad, etc. The potential applications of PBMAs as imagined by participants are summarized in Table 2. Since the products mentioned by participants are not made as fully vegan versions in China, some of the images shown in Table 2 contained meat. However, it is possible to image these meat ingredients being replaced with similar PBMAs.

Table 3. Potential applications of PBMAs

		
Hotpot (replace meat with PBMAs)	Shredded pork in garlic sauce (replace pork with soy-based products)	Tofu dumpling (replace meat with tofu)

		
Vegan meatball soup (replace meatballs with plant-based balls)	Chinese-style Braised Tofu	Cold Shredded Chicken Salad (replace chicken with soy-based products)

5. Discussion

5.1 Interpretation of the results

This study looks into how young consumers in China and Chinese young people living in the Netherlands view PBMAs. A key contribution of this research is its focus on Chinese consumers, whose views on PBMAs have received less academic attention compared to those of Western consumers. Moreover, the study includes both consumers living in China and those living in the Netherlands. Compared to the Chinese market, the PBMA market in the Netherlands is more developed, with special sections in supermarkets and a wide variety of products. Chinese consumers living in the Netherlands are familiar with both Chinese dietary habits and the current PBMAs market in China, as well as the well-established PBMA market in the Netherlands. This combined knowledge can offer valuable insights for the development of PBMAs in China.

Western cooking styles tend to preserve the original flavour of food, typically using fewer seasonings and employing cooking methods such as pan-frying, roasting, or boiling. As a result, legumes in Western diets can be served either as a main dish or as a side dish, such as hummus. In contrast, Chinese people are particular about food, and in some way, regard dining as an art form. They take great pleasure in the enjoyment of nicefood, demanding that it not only taste good, but also smell and look appealing. Based on this culinary culture, Chinese cuisine has developed 14 distinct cooking methods, including steaming, deep-frying, stir-frying, etc.. In addition,

Chinese cooking always involves the use of basic seasonings, such as salt, soy sauce, vinegar, sugar, and five-spice powder. As a result, dishes in Chinese cuisine are rarely presented in their original, natural form. Consequently, Chinese consumers seldom treat legumes as a main dish. Instead, they are more likely to prepare them as vegetables cooked together with meat or other vegetables (T. Wang, 2023). As meat is a key element in numerous Chinese dishes, such culinary traditions make it unlikely for Chinese consumers to regard legumes as a viable meat alternatives.

To further explore the relevance of the findings, I adopted the model used by Kerslake et al. (2022). Figure 4 illustrates the relationship between the identified themes and the food choice process model. Relevant themes were organised under corresponding categories, and factors were labelled as either facilitators (F), barriers (B), or tensions (T).

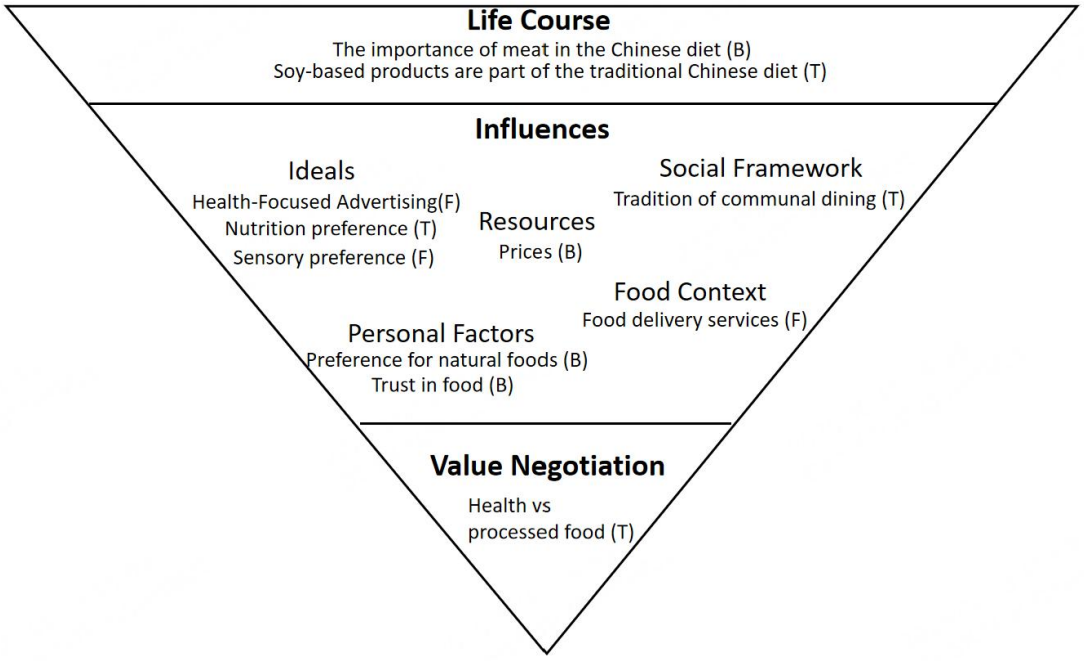


Figure 4. Food choice process model for plant-based meat alternatives

The important role of meat in the Chinese diet can create challenges for promoting PBMAs in China. Before the economic reform in 1978, China's economy was still struggling, and meat was considered a luxury for most families. After the reform, as the economy improved, meat became more affordable and easier to access. As a result, Chinese consumers began to consume meat in large amounts as a way to make up for earlier shortages (Zhou et al., 2012). The parents and grandparents of the participants in this study are people who lived through that period of economic difficulty. Over time, they passed down the belief that meat is an essential and irreplaceable source of nutrition, and that not eating meat could lead to poor health. Many participants in this

study said they had eaten meat almost every day since childhood. According to Dubois et al. (2022), eating habits formed in early childhood can influence diet in adulthood. This helps explain why many participants continue to eat meat daily as adults. These social and family influences can make it harder for them to accept PBMAs, as it subconsciously strengthens the belief that meat is irreplaceable. Accepting PBMAs would challenge their long-held traditional views.

Soy-based products originated in China, and Chinese people have long been used to eating them as part of their daily diet (Ortega et al., 2022). This familiarity could have either a positive or negative effect on the acceptance of plant-based meat alternatives in China. In Europe, tofu is not widely accepted as a PBMA. Many consumers are unwilling to try it a second time after a bad first experience (Michel et al., 2021). However, unlike European consumers, Chinese consumers are very familiar with tofu and often know how to cook it in many different ways. This study also found that the acceptance of tofu is high among Chinese participants. Although Pareti et al. (2025) indicated that Chinese consumers may easily associate soy-based product with meat alternatives, interviews in this study show that participants almost never think of tofu as a PBMA in their daily lives. This may be because, in traditional Chinese views, tofu is more like a vegetable, which is fundamentally different from meat. In some cases, tofu is stir-fried together with minced meat to create a single dish, such as mapo tofu shown in Figure 5. The traditional understanding of tofu and the lack of awareness about the concept of meat alternatives prevent Chinese consumers from viewing tofu as a meat alternative. Even Chinese consumers living in the Netherlands, who notice that tofu is sold as a meat alternative there, still regard it as a vegetable and not something that can replace meat.

Figure 5. Mapo tofu

Unlike the Separate dining style in many Western countries, Chinese people typically share food from common dishes during meals. Eating together is an important way for

Chinese people to build and maintain friendships (Ma, 2015). This shared dining culture can both support and hinder the acceptance of PBMAs. Some participants in this study mentioned that if they were vegan, their friends would need to make special arrangements when ordering food to accommodate their diet, which they would feel uncomfortable about. Influenced by collectivist culture, Chinese consumers may also feel social pressure when choosing not to eat meat while others around them do. Such behaviour might be seen as not fitting in, which could negatively affect their social relationships (Zeng et al., 2024). However, the shared dining style can also support the introduction of PBMAs. Since people eat multiple dishes together, if one or two people decide to try PBMAs, it gives others at the table a chance to try them as well—perhaps even those who would not be willing to consume PBMAs on their own. If the first experience is positive, it may significantly increase the likelihood of repeat purchases of PBMAs.

A meat-like appearance and texture make PBMAs more appealing to Chinese consumers. In addition, their lower sodium content and the widespread health claims on the market are also key drivers of consumer consumption behaviour. All participants in this study regularly consume meat, and many of them rely on it daily to meet their nutritional needs. Therefore, they expect PBMAs to fully replace meat when consumed. This means that PBMAs should not only look like meat but also closely match its texture. This finding is consistent with the results of Shen et al. (2024). Shen et al. (2024) also found that consumers dislike the beany flavour often present in plant-based meat products, which was also mentioned by participants in the Netherlands in this study. Moreover, many participants said they would be more willing to buy PBMAs if the products were promoted as being beneficial to health, which aligns with the findings of Chen et al. (2023). Consumers also expressed a preference for PBMAs with lower sodium content. As shown by Li et al. (2023), many consumers are concerned about the risk of cardiovascular diseases caused by high-salt diets and therefore tend to choose low-sodium meat analogues. Participants in this study shared similar concerns and showed a clear preference for PBMAs with reduced salt content.

While the high protein content of PBMAs can motivate consumer purchases, negative attitudes toward plant-based proteins may reduce their consumption. Participants in this study expressed a preference for PBMAs with high protein content, which is consistent with the findings of Miao et al. (2023). However, Profeta et al. (2021) found that some European consumers are doubtful about whether plant-based proteins are as healthy as animal-based proteins. Similarly, several Chinese consumers living in the Netherlands in this study believed that plant-based proteins cannot fully replace

animal proteins. As a result, they were hesitant to consume PBMAs as a long-term substitute for meat. In contrast, participants in China did not raise concerns about the differences between plant-based and animal-based proteins. This may be because consumers in the Netherlands are more exposed to discussions about plant-based proteins in their environment and thus have more awareness or opinions on the topic.

The relatively high price of PBMAs on the market currently acts as a barrier to consumer consumption. Jahn et al., (2024) found that demand for PBMAs is highly price-sensitive: sales increase when prices decrease. A similar result was observed in this study. Participants who live in the Netherlands indicated that they would be willing to buy PBMAs if the price were lower than that of real meat. However, since PBMAs are not yet commercialized in China (Liu et al., 2021), Chinese consumers have little concept of their pricing.

Chinese consumers' preference for natural foods, along with food safety incidents, discourages the consumption of PBMAs. Chinese people favour natural over processed foods (Jang & Lee, 2024). Processed foods are often defined by Chinese consumers as any food that has been altered from its natural state (E. Wang et al., 2021). As a result, many PBMAs, especially meat analogues, are perceived as processed and unnatural, which makes some consumers unwilling to consume them. Around 2011, a major food scandal involving "gutter oil" (illegally recycled cooking oil from restaurant waste and sewers) significantly damaged public trust in fried products in China (Lu & Wu, 2014). This helps explain why some participants in this study expressed hesitation to purchase processed PBMAs sold in supermarkets, due to distrust of the cooking oil used. In contrast, Participants who live in the Netherlands in this study did not raise concerns about the food safety of PBMAs available in the Netherlands.

China’s well-developed food delivery service may support the consumption of PBMAs. Compared to the Netherlands, Chinese food delivery services offer more variety, faster delivery times, and lower prices. Many platforms provide 24-hour service and free delivery (Wang-Chen et al., 2023). As a result, consumers often prefer ordering food delivery when they do not want to cook. In the Chinese market, PBMAs could be promoted through these platforms, for example, by offering small portions of PBMAs as free side items with meal orders. This approach would increase opportunities for consumers to try PBMAs, which may encourage future purchases (Chung et al., 2023). Besides, due to the less developed food delivery services in the Netherlands, some consumers may choose PBMAs as a convenient alternative to handling raw meat.

Finally, the tension between consumers’ perception of PBMAs as healthy and their

concerns about processing represents a key factor influencing purchase decisions. This study found that some consumers who aim to reduce fat intake consider PBMAs a healthier option than meat—especially when they offer high protein with low fat. However, as mentioned earlier, these same consumers are deterred by the processed nature of PBMAs. They also express concerns about potential food safety risks associated with processed PBMAs purchased from supermarkets or restaurants.

5.2 Limitations

Participants currently living in China had no opportunity to taste many PBMAs available in the Dutch market but absent from the Chinese market, particularly meat analogues, and could only imagine their taste and texture based on pictures. Therefore, evaluations regarding flavor and texture may not be entirely objective, as these participants had not actually sampled such products. The sample included very few vegetarians or religious individuals. Vegetarians may have greater familiarity with PBMA products and may hold perspectives that differ from those of omnivores. Religious beliefs could also be a factor motivating consumers to consume more PBMAs; however, this study did not have the opportunity to examine the validity of this assumption. All participants in this study were from urban areas in China. Participants from rural areas, who may have relatively lower income level compared with urban consumers, might hold different views toward PBMAs and meat reduction.

6. Conclusion

This study compares the perceptions of PBMAs between young consumers in China and Chinese young consumers living in the Netherlands, and explores their potential role in reducing meat consumption. The findings indicate that the role of meat in Chinese dietary culture is deep-rooted, with older generations generally regarding meat as irreplaceable. Such views indirectly influence the younger generation, reducing their acceptance of PBMAs. Although Chinese consumers are highly familiar with soy-based products such as tofu, they typically do not perceive them as meat substitutes.

Tradition of communal dining in China can both limit the acceptance of PBMAs and, to some extent, facilitate their promotion. Food delivery platforms hold potential for PBMA promotion, as China’s food delivery industry is well-developed, with low-cost and efficient delivery services that can offer consumers convenient opportunities for a first trial.

Consumers expect PBMAs to closely approximate meat in appearance, taste, and texture, without a beany flavor, and they tend to prefer products that are low in salt, high in protein, and offer health benefits. However, some Chinese consumers living in the Netherlands express doubt about whether plant-based proteins can fully replace animal proteins—a concern that is less apparent among consumers in China.

Price is a critical factor influencing purchasing decisions. High prices discourage purchase intentions, whereas PBMAs priced below real meat are more likely to be accepted. Since PBMAs have not yet been commercialized in the Chinese market, local consumers have little reference for their pricing. Food trust issues also present a significant barrier. Chinese consumers generally prefer natural foods and hold a distrust toward processed foods, a view linked to a series of food safety incidents (e.g., the “gutter oil” scandal). As a result, some consumers express concerns about PBMAs sold in supermarkets. In contrast, Chinese consumers in the Netherlands rarely raise concerns about food safety.

Overall, consumers experience a tension between the perceived health benefits of PBMAs and their concerns regarding food processing and safety. This tension serves as a key factor influencing their consumption decisions

References

Carlsson, F., Kataria, M., & Lampi, E. (2022). How much does it take? Willingness to switch to meat substitutes. *Ecological Economics*, *193*, 107329. https://doi.org/10.1016/j.ecolecon.2021.107329

Chen, B., Zhou, G., & Hu, Y. (2023). Estimating consumers’ willingness to pay for plant-based meat and cultured meat in China. *Food Quality and Preference*, *111*, 104962. https://doi.org/10.1016/j.foodqual.2023.104962

Chen, Y., & Zhang, Z. (2022). Exploring public perceptions on alternative meat in China from social media data using transfer learning method. *Food Quality and Preference*, *98*, 104530. https://doi.org/10.1016/j.foodqual.2022.104530

Chia, A., Shou, Y., Wong, N. M. Y., Cameron-Smith, D., Sim, X., Van Dam, R. M., & Chong, M. F.-F. (2024). Complexity of consumer acceptance to alternative protein foods in a multiethnic Asian population: A comparison of plant-based meat alternatives, cultured meat, and insect-based products. *Food Quality and Preference*, *114*, 105102. https://doi.org/10.1016/j.foodqual.2024.105102

Chung, J. Y., Bryant, C. J., & Asher, K. E. (2023). *Plant-based meats in China: A cross-sectional study of attitudes and behaviours—Chung—2023—Journal of Human Nutrition and Dietetics—Wiley Online Library*. https://onlinelibrary.wiley.com/doi/full/10.1111/jhn.13092

Dubois, L., Bédard, B., Goulet, D., Prud'homme, D., Tremblay, R. E., & Boivin, M. (2022). Eating behaviors, dietary patterns and weight status in emerging adulthood and longitudinal associations with eating behaviors in early childhood. *International Journal of Behavioral Nutrition and Physical Activity*, *19*(1), 139. https://doi.org/10.1186/s12966-022-01376-z

He, J., Evans, N. M., Liu, H., & Shao, S. (2020). A review of research on plant-based meat alternatives: Driving forces, history, manufacturing, and consumer attitudes. *Comprehensive Reviews in Food Science and Food Safety*, *19*(5), 2639–2656. https://doi.org/10.1111/1541-4337.12610

Hong, Y., Mamun, A. A., Masukujjaman, M., & Yang, Q. (2024). *Sustainable consumption practices among Chinese youth | Humanities and Social Sciences Communications*. https://doi.org/10.1057/s41599-024-03582-5

Jahn, S., Guhl, D., & Erhard, A. (2024, September 19). *Substitution patterns and price response for plant-based meat alternatives*. https://doi.org/10.1073/pnas.2319016121

Jang, J., & Lee, D.-W. (2024). Advancements in plant based meat analogs enhancing sensory and nutritional attributes. *Npj Science of Food*, *8*(1), 50. https://doi.org/10.1038/s41538-024-00292-9

Kerslake, E., Kemper, J. A., & Conroy, D. (2022). What's your beef with meat substitutes?

Exploring barriers and facilitators for meat substitutes in omnivores, vegetarians, and vegans. *Appetite*, *170*, 105864. https://doi.org/10.1016/j.appet.2021.105864

Kołodziejczak, K., Onopiuk, A., Szpicer, A., & Poltorak, A. (2022). Meat Analogues in the Perspective of Recent Scientific Research: A Review. *Foods*, *11*(1), Article 1. https://doi.org/10.3390/foods11010105

Kumar, P., Mehta, N., Chatli, M. K., & Singh, P. (2015, April). *Meat Analogues: Health Promising Meat Substitutes*. https://www.researchgate.net/publication/274705760_Meat_Analogues_Health_Promising_Meat_Substitutes

Li, Y., Cheng, Q., Guo, J., Wang, J., & Yang, X. (2023). Structuring meat analogs by citrus fiber with reduced salt intake. *Journal of Food Science*, *88*(8), 3204–3215. https://doi.org/10.1111/1750-3841.16690

Liu, J., Hocquette, É., Ellies-Oury, M.-P., Chriki, S., & Hocquette, J.-F. (2021). Chinese Consumers' Attitudes and Potential Acceptance toward Artificial Meat. *Foods*, *10*(2), Article 2. https://doi.org/10.3390/foods10020353

Lu, F., & Wu, X. (2014). China food safety hits the "gutter". *Food Control*, *41*, 134–138. https://doi.org/10.1016/j.foodcont.2014.01.019

Ma, G. (2015). Food, eating behavior, and culture in Chinese society. *Journal of Ethnic Foods*, *2*(4), 195–199. https://doi.org/10.1016/j.jef.2015.11.004

Miao, X., Hastie, M., Ha, M., & Warner, R. (2023). Consumer response to blended beef burgers and chicken nuggets is influenced by ingredient and nutrition claims—Qualitative assessment. *Future Foods*, *8*, 100247.

https://doi.org/10.1016/j.fufo.2023.100247

Michel, F., Hartmann, C., & Siegrist, M. (2021). Consumers' associations, perceptions and acceptance of meat and plant-based meat alternatives. *Food Quality and Preference*, *87*, 104063. https://doi.org/10.1016/j.foodqual.2020.104063

Ortega, D. L., Sun, J., & Lin, W. (2022). Identity labels as an instrument to reduce meat demand and encourage consumption of plant based and cultured meat alternatives in China. *Food Policy*, *111*, 102307. https://doi.org/10.1016/j.foodpol.2022.102307

Pareti, M. (2024). *Exploring Chinese Consumers'Perception and Potential Acceptance on Meat Substitutes: A Focus Group Study and Content Analysis* (SSRN Scholarly Paper No. 5039896). Social Science Research Network. https://doi.org/10.2139/ssrn.5039896

Pareti, M., Guo, J., Yin, J., Liu, Q., Abudurofu, N., Bulibuli, A., & Canavari, M. (2025). Exploring Chinese Consumers' Perception and Potential Acceptance of Cell-Cultured Meat and Plant-Based Meat: A Focus Group Study and Content Analysis. *Foods*, *14*(9), 1446. https://doi.org/10.3390/foods14091446

Profeta, A., Baune, M.-C., Smetana, S., Broucke, K., Van Royen, G., Weiss, J., Hieke, S., Heinz, V., & Terjung, N. (2021). Consumer preferences for meat blended with plant proteins – Empirical findings from Belgium. *Future Foods*, *4*, 100088. https://doi.org/10.1016/j.fufo.2021.100088

Rizzo, G., & Baroni, L. (2018). Soy, Soy Foods and Their Role in Vegetarian Diets. *Nutrients*, *10*(1), 43. https://doi.org/10.3390/nu10010043

Shen, C., Wu, X., Zhang, E., & Liu, Y. (2024). Factors Impacting Plant-Based Meat Product

Consumption: A Consumer Survey Conducted in a New First-Tier City in China. *Foods*, *13*(21), 3496. https://doi.org/10.3390/foods13213496

Wang, E., Gao, Z., & Chen, X. (2021, October). *Chinese consumer preference for processed food quality attributes and the impact of trust in information sources*. https://www.researchgate.net/publication/355782795_Chinese_consumer_preference_for_processed_food_quality_attributes_and_the_impact_of_trust_in_information_sources?utm_source=chatgpt.com

Wang, H., Chen, Q., Zhu, C., & Bao, J. (2022). Paying for the Greater Good?—What Information Matters for Beijing Consumers' Willingness to Pay for Plant-Based Meat? *Foods*, *11*(16), Article 16. https://doi.org/10.3390/foods11162460

Wang, H. H. (2022). The perspective of meat and meat-alternative consumption in China. *Meat Science*, *194*, 108982. https://doi.org/10.1016/j.meatsci.2022.108982

Wang, O., & Scrimgeour, F. (2021). Willingness to adopt a more plant-based diet in China and New Zealand: Applying the theories of planned behaviour, meat attachment and food choice motives. *Food Quality and Preference*, *93*, 104294. https://doi.org/10.1016/j.foodqual.2021.104294

Wang-Chen, Y., Kellow, N. J., & Choi, T. S. T. (2023). *Exploring the determinants of food choice in Chinese immigrants living in Australia and Chinese people living in mainland China: A qualitative study*. https://doi.org/10.1111/jhn.13147

Whitton, C., Bogueva, D., Marinova, D., & Phillips, C. J. C. (2021). Are We Approaching Peak Meat Consumption? Analysis of Meat Consumption from 2000 to 2019 in 35 Countries and Its Relationship to Gross Domestic Product. *Animals*, *11*(12), Article

12. https://doi.org/10.3390/ani11123466

Wu, W., Yuan, R., Wang, Q., & Jin, S. (2024). Consumers' preferences for the attributes of plant-based meat in China: A best-worst scaling approach. *Future Foods*, *9*, 100384. https://doi.org/10.1016/j.fufo.2024.100384

Zeng, G., Chen, Z., & Zhong, S. (2024). "We Chinese just want meat!" An analysis of Chinese netizens' reactions to vegetarian advocacy. *Food Quality and Preference*, *115*, 105128. https://doi.org/10.1016/j.foodqual.2024.105128

Zhang, K., Zang, M., Wang, S., Zhang, Z., Li, D., & Li, X. (2023). Development of meat analogs: Focus on the current status and challenges of regulatory legislation. *Comprehensive Reviews in Food Science and Food Safety*, *22*(2), 1006–1029. https://doi.org/10.1111/1541-4337.13098

Zhou, G., Zhang, W., & Xu, X. (2012). China's meat industry revolution: Challenges and opportunities for the future. *Meat Science*, *92*(3), 188–196. https://doi.org/10.1016/j.meatsci.2012.04.016

Appendix

Appendix 1: Interview guide

Hello, thank you very much for participating in my interview. I am Yipeng, a master's student at Wageningen University and I am currently working on my thesis about plant-based meat alternatives. The interview will last from 30 to 45 minutes, and there is no right or wrong answer to all the questions, you can just say what you think. I will need to record this interview as I will analyze the results of the interview. This recording I will only use for data analysis and will not be sent to anyone else. You are also completely anonymous to me in this study, so can I ask if you agree to this interview being recorded? Before we begin, do you have any questions? If you are uncomfortable or have any questions during the interview, please feel free to ask me.

1. How many days per week do you eat meat?
2. During which meal(s) of the day do you typically consume meat? Why?
3. Have you considered reducing meat consumption? Why or why not?
4. For Chinese consumers in the Netherlands: has your frequency of meat consumption changed since you came to the Netherlands?
    a) If changed, how has it changed?
5. Are you familiar with any alternatives to meat? Could you provide a few examples?

I'd like to explain what is included in the plant-based meat alternatives in my study. The term "Plant-based meat alternatives" includes meat analogues and meat substitutes. Meat analogues are plant-based products that closely mimic the sensory and nutritional attributes of meat, such as plant-based hamburger meat, plant-based chicken nuggets, etc. (Kołodziejczak et al., 2022). Meat substitutes are plant-derived products made from plants that serve as alternatives to meat, such as tofu.

6. Have you tried PBMAs before?
    a) If you have, what kind of PBMAs have you eaten? Where have you tried PBMAs before? How many times a week do you eat them, and why?
    b) If you haven't, what are the reasons for not trying them?
7. For Chinese consumers in the Netherlands: Do you think the PBMAs in the Dutch market are the same as those in China? If it's different, can you give me an example of how it's different?
8. These pictures are common PBMA in the Dutch market.

a) For Chinese consumers in the Netherlands: Have you tasted the PBMAs in the table? If so, what do you think of them? Why? If not, would you like to eat them? Why?

9. The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.
10. Please rank the following products according to their health aspects.

		
1	2	3
		
4	5	6
		
7	8	9

11. When you purchase PBMAs, what information on the packaging do you pay attention to?

12. What challenges have you faced when purchasing or preparing PBMAs?
13. Do you look at the nutrition value table when purchasing PBMAs? Why?
14. Do you have any thoughts on the taste/ texture/ flavour of PBMAs?
15. How has marketing (e.g., advertisements) shaped your perception of PBMAs?
16. What improvements would make PBMAs more appealing to you?
17. Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)
18. In what kind of dishes would you be more willing to accept PBMAs?
19. Have you ever discussed eating meat with your family or friends?
20. Imagine how your family and friends would react if you stopped eating meat.
21. If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

Appendix 2: Transcripts

Interview N1

M: How many days of the week do you eat meat?
P: 一周吃两到三次。我一周只买一盒肉，一盒肉大概能吃两到三次。

M: 你一般午餐吃还是晚餐吃呢？

P: 晚餐，因为中午我主要带一些三明治什么的，一般没有肉。

M: Have you considered reducing meat consumption?

P: 觉得自己吃肉频率已经比较低了，所以不打算减少

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: Changed

M: How has it changed?

P: 在国内每天都会吃肉，因为自己懒得做。在荷兰想吃肉主要是自己做饭，因为外面卖的肉又贵又难吃。之前在国内上大学的时候基本上都是在食堂吃肉，这边食堂又贵又难吃。同时觉得一周两到三次吃肉这个频率足够了.

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 豆腐，豆制品，plant-based meat

M: Have you tried PBMAs before?

P：吃过，感觉不像肉，像面筋。有些喜欢，有些不喜欢。喜欢：肉丸，觉得“肉”太碎了，不喜欢这个口感。但是像豆筋这种制品的口感比较喜欢。

M: 那你吃肉类替代品的频率高吗？

M: 一个月一两次，自己不会买，跟有 vegan 的同学聚餐的时候会吃。我本身不喜欢豆腐。我不太理解为什么在有肉的情况下还需购买植物肉。

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 在国内没有关注过这类型的产品，因为身边没有吃素的人。吃豆腐就是吃豆腐，不会考虑过用它来替代肉。来荷兰之后，发现超市有不少 PBMAs，可以有很多种选择。
M：提供研究的 PBMA 到底是啥

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 2 4 5 7 8 3 1 9 6

2 像鱼饼，想吃鱼饼的时候会考虑；4 是香肠类的产品，感觉不会难吃到哪里去；7 感觉像鸡排，应该不会难吃；8 汉堡肉，觉得也还可以

根据自己想象的口感买的，希望这些产品尽可能的接近肉

M: Please rank the following products according to their health aspects

P: 都不是真的肉，健康层面感觉都差不多

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 看哪种最符合我的需求，给 vegan 同学买，根据 vegan 同学的需求买

自己不会购买，没有 motivation 买。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 不确定它的味道如何，不知道是否符合自己想象中的味道（和真肉差不多）

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 不太关注，因为基本不怎么会买，所以即使这个产品不是很健康，问题也不大

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我期待他们和真肉的口感差不多

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会，如果宣传植物肉很健康，会尝试买点试一试，或者说可以补充一些肉类没有营养元素。

M: What improvements would make PBMAs more appealing to you?

P: 如果它们和真肉的营养价值差不多，并且价格更便宜的话，我会购买。如果超市有提供品尝环节

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会的

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 韭菜炒豆腐，肉丸汤

M: Have you ever discussed eating meat with your family or friends?

P: 初中长身体，妈妈觉得吃太多肉了。吃的主要是猪肉，猪肉含有一些脂肪，觉得不是特别健康，如果吃太多的话

M: Imagine how your family and friends would react if you stopped eating meat.

P: 会觉得很没必要，不吃肉挺麻烦的。周围很多人都吃肉，你不吃显得有点不合群，别人点菜还得估计你的感受。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 第一次觉得挺新奇的，但是应该不会天天这样吃，周围的家人朋友大部分都觉得肉是每天的必需品。觉得不吃肉可能会缺少一些蛋白。

Interview N2

M：您一周有几天会吃肉呢？

P：我每天都吃肉

M：为什么每天都吃肉呢？

P：因为我觉得吃了肉才营养均衡，我觉得肉比菜好吃

M：你一般哪顿或者哪几顿吃肉呢？

P：我一般午餐吃或者晚餐吃。

M：Have you considered reducing meat consumption? Why or why not?

P：因为我觉得我现在食肉的频率对我来说蛮健康的，我并没有觉得现在吃了很多肉。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 没有吧（想了一下）我觉得稍微减少了，因为在国内可能一天至少有两餐吃肉，比如说午餐和晚餐。但是来到荷兰之后，需要自己做饭，有的时候我懒得做饭就会选择吃速食，我吃速食的时候一般都没有肉。

M：所以你在国内吃速食的频率会比在荷兰低一些吗？

P：是的，因为在中国点外卖很方便，我很多时候会选择外卖而不是速食。我选择的外卖都是有肉的。

M：你能想到哪些可以替代肉类的食品呢？可否给我举几个例子

P：豆腐，plant-based meat，豆制品（豆干等），菠萝蜜，魔芋来替代毛肚。牛油果加酱油很像在吃三文鱼

M：Have you tried PBMAs before?

P: 豆腐肯定吃过, 但是我不会把它当做 meat alternatives 来食用。如果说 meat alternatives 的话，我吃过斋饭。我吃过的斋饭一般会用豆腐皮腐竹或者蘑菇来替代肉。

M：那你吃斋饭的频率如何呢？

P: 我也就尝过一两次，并不会很经常的吃。

M：那你日常生活中有没有考虑过，把你刚刚提到过的豆制品这些东西当做过 meat alternatives 来吃呢？

P：豆制品没考虑过，豆制品对我来说就是豆制品。如果说 meat alternatives 的话，只尝试过牛油果加酱油，我觉得并不好吃，和三文鱼不像，所以后续也没吃过。

M：Do you think the PBMAs in the Dutch market are the same as those in China?

P：不一样

M：can you give me an example of how it's different?

P：荷兰市场有素的炸鸡排，鸡块之类的东西，但是这类东西在中国市场并没有见到。但是淘宝上有没有我不太清楚，因为我也不太会关注这类产品。

M：这个表格呈现的九种产品是我选出的荷兰市场上有的九种常见的 plant-based meat alternatives. 假设你会购买以下的产品，请根据你的喜爱程度排个序。排在最前面的是你最愿意购买的，排在后面是你最不愿意购买的.

P: 127483569

这个豆腐（1 号）我买过也吃过，我觉得很不错，而且我很喜欢豆制品，所以我把两个

豆腐类产品排在了前两个的位置。7 是炸鸡排，我觉得炸的东西普遍味道不会差，所以排的比较靠前。香肠我觉得它本身会有调味，应该也不会太难吃。汉堡这张图片我感觉很像中国肯德基的田园脆鸡堡, 所以我觉得味道应该不会差。手撕牛肉我会觉得很奇怪，我感觉肯定比不上真正的手撕牛肉。我觉得真正的手撕牛肉肯定是有浓郁的肉香味的，但是这种素的手撕牛肉应该是模仿不出来这种肉香的。培根换了但是没问

肉丸类的产品，我本身就不喜欢，所以换成 plant-based 的话我更加不喜欢吃。9 我吃过类似的，但是我不记得在哪里吃过的，我觉得不好吃

M：健康问题

P：15 排最前面，4369 我觉得都差不多排在 15 之后，排最后的是 287。1 是豆腐我觉得没什么调味，也没什么加工，所以我觉得最健康。5 看起来也加工很少，所以我也觉得很健康。4369 都是没有油炸过但是有加添加剂的食物，就是会有一加一些调味的东西。然后是 287 我觉得都是油炸过的食物，是最不健康的。

M：When you purchase PBMAs, what information on the packaging do you pay attention to?

P：看配料表，看他们是主要是拿什么东西做的。我刚倾向于买拿豆子做的，像拿菠萝蜜做的那种，我是不会尝试的。

M：What challenges have you faced when purchasing or preparing PBMAs?

P：（沉默了一会儿）豆腐容易碎。实话说除了豆腐之外，我平时不太会购买这些产品。

M：那你为什么平时不太会购买这类产品呢？

P：因为假设我想吃一些需要肉参与的菜的时候，我肯定是先选择肉的。因为我更熟悉肉的味道和做法。对于这些肉类替代品，我难以想象他们的味道，所以在我不太清楚他们什么味道的时候，我是不会购买的。再加上之前尝试过的肉类替代品都不好吃，所以我也不太愿意再尝试新的 meat alternatives。

M：Do you look at the nutrition value table when purchasing PBMAs? Why?

P：nutrition value table？

M：就是表上包含蛋白质，脂肪含量的那个

P：不会，因为我买什么产品都不会看。

M：为什么不看呢？

P: 因为我不会在意这个产品的营养价值的。就算是超市卖的标为 E 的产品我也会买的其实。

M：Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

质感吃起来不能过分 Q 弹，不能太硬。假设如果我把他们当做 meat alternatives 来买的

话，他们得很像肉。我感觉这些 meat alternatives 的味道主要是靠调味，所以他们本身没啥味道就可以。包装上如果有一些肉的话我可能也会买，会给我造成一种心理暗示，我吃的时候就会联想到肉。

M：How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P：会，假设一些美食博主吃 meat alternatives 吃的很香的话，我肯定会愿意去购买的。广告的话，就是和我前面提到的包装一样，如果能让我联想到肉的话，我也是肯定会购买的。

M: What improvements would make PBMAs more appealing to you?

P: 如果加多一点试吃环节，让我在购买之前能够尝一下的话，我是会买的。但是现在我没有吃过，而且他们的价格感觉比肉还贵，我就不是很愿意尝试。我就很怕买回来吃了一口发现不好吃，而且价格又贵，这样就很糟糕了。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会的，比如说素鸡丝（用豆腐丝代替鸡丝）。或者蘑菇代替鲍鱼。

M: In what kind of dishes would you be more willing to accept PBMAs?

P：我觉得做成中国菜我都很愿意接受（笑）。

M：您能给我举几个例子吗？

P：用豆制品模拟鸡肉，比如说鸡丝。凉拌魔芋，模拟素毛肚。还有豆腐包子。

M：Have you ever discussed eating meat with your family or friends?

P: 讨论过。因为我们家有人信佛，我舅妈信佛，然后表妹很小的时候是不吃肉的，但是后面家里人觉得不吃肉不健康，而且觉得不应该把宗教的行为强加在孩子身上，所以让我表妹开始慢慢接触肉。从鱼肉开始，让她慢慢吃肉。但是到现在为止她还是不太吃红肉，比如牛羊肉之类的。

M: 那你觉得她不太吃红肉的原因是什么呢？

P: 我觉得还是受观念的影响比较大吧，并不是本身不爱吃。因为我有观察到她其实很喜欢吃羊肉汤面，所以我觉得主要是还是受她妈妈观念的影响。她妈妈会让她觉得肉很脏，但是其实她是喜欢吃肉的。

M: Imagine how your family and friends would react if you stopped eating meat

P: 我家人会担心我的健康。也有可能会怀疑我信教了。朋友的话，我如果吃素和朋友出门吃饭可能会有些麻烦，会使我的人际交往受到影响。就比如说朋友约我去吃烤鸭，我吃素的话，就会完全吃不了烤鸭相关的任何东西，就很难办。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P：如果我保密的话，我家人可能也吃不出来这些东西是拿 meat alternatives 做的，所以他们也不会觉得有什么。如果我提前告诉他们的话，他们可能觉得这是我们 GenZ 的新潮流吧，会觉得很新奇，会好奇，会愿意去尝试吧。朋友们我觉得也会去尝试的。我觉得我家人还是挺容易接受这种 plant-based meat alternatives 的，因为他们觉得肉吃太多不健康。

M：他们觉得肉吃多了不好，还是吃肉本身就不好

P：肉吃多了不好，但是还是需要吃点肉的。

Interview N3

M: How many days of the week do you eat meat?

P: 天天都吃。

M: 是每天每顿都吃吗？

P: 午餐和晚餐都会吃。

M: Have you considered reducing meat consumption?

P: 没有考虑过。因为肉类里面有必须的氨基酸需要摄入。　那个蛋白不是一般分为动物源蛋白和植物源蛋白，我感觉如果纯吃植物源蛋白的话，会缺少动物源蛋白含有的必须氨基酸。

M：所以从蛋白的角度来讲，你更倾向于摄入动物源的蛋白？

P：是的，而且从消化的角度来讲，动物源的蛋白更有助于消化。我们人体的酶会更倾向于分解动物源蛋白而不是植物源蛋白。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 没有改变

M：那肉的种类有改变吗？

P: 吃的牛肉和鸡肉变多了，猪肉变少了。

M：能讲讲原因吗？

P：荷兰的猪肉没有中国的好吃

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 豆腐

M：介绍了我研究的 PBMAs 是啥

M: Have you tried PBMAs before?

P: 我吃过豆制品，但是只是把他们当做配菜来吃，而不是肉类替代品。之前参加一个活动，在活动上吃过素的香肠和芝士。

M：那你之后有再购买过类似的产品吗？

P: 没有再买过了，因为我觉得他们没有那么好吃，还是能吃出来是拿豆制品做的，就是没有肉做的那么香

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 说实话我压根没有注意过这类产品

M: 在荷兰也没有看过吗？

P：没有的，那些货架我甚至都不会走进看。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 39 58 12 剩下的都不太喜欢了

感觉 3 和 9 看起来比较像肉，所以我可能会买。5 我是很好奇它是什么味道，会想尝试一下，8 就是素食汉堡肉我觉得我也可以接受。剩余的产品我更倾向于买肉，而不是买肉类替代品，比如说香肠那些。

M: Please rank the following products according to their health aspects

P: 我觉得我排不出来，因为我目前只能看到图片，我看不多这些产品的配料表和营养成分表，我需要把这些产品的营养成分表和真肉进行对比，才能的得出来它是否健康的结论。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 因为我平时就不吃肉类替代品，我压根不会购买，所以它包装上的信息我也不会看。

M：那你为什么不会购买呢？

P：因为我觉得吃肉完全就足够了，没必要去吃肉类替代品。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 我觉得口感和真肉的差别还是太大了，还有豆味非常的重，我不是很喜欢。因为我是学消化的，我不喜欢植物性肉类的原因之一是植物性肉类中的植物性蛋白质不如真正的肉类中的蛋白质消化得好。肉类内部的蛋白质和纤维很好地混合在一起，纤维很好地包裹着蛋白质，这使得肉类中的蛋白质易于消化。然而，据我所知，植物性肉类中的纤维和蛋白质是分开的，这意味着植物性肉类中的蛋白质不像肉类中的蛋白质那样容易消化。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 会看蛋白含量。蛋白含量和真肉差不多就可以了，不需要比真肉更高。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我希望它是和肉类一样多汁，还有那种肉类独有的血腥味。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 一般有两个点会吸引我。如果宣传吃肉类替代品对健身有帮助，那我会去尝试购买。如果它非常的仿真，我也会去购买。

M: What improvements would make PBMAs more appealing to you?

P: 没有正面回答这个问题!

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会促进我尝试。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 鱼香肉丝，肉沫茄子。

M: Have you ever discussed eating meat with your family or friends?

P: 有讨论过。我们之前有讨论过肉不能在一餐中占太大的比例，还是需要搭配一些蔬菜之类的。

M：那你理想的占比是多少？

P：1:1:1 吧，就是米饭占一餐中的 1/3，肉占 1/3，蔬菜占 1/3

M：那其他的有讨论过吗？

P：还讨论过与肉相关的健康疾病吧，高血脂啥的，就是不想每天摄入太多的比如说猪肥肉之类的。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我自己目前是无法接受我会从此之后不吃肉的。我的朋友们会很震惊吧。而且我觉得在中国成为一个纯纯的素食主义者的话，会挺痛苦的，因为很多食物都不能吃。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 我觉得他们会好奇是什么味道，我觉得如果味道好并且纤维含量高的话，我可能会考虑用肉类替代品来替代我常吃的某些不太健康的菜。

Interview N4

M: How many days of the week do you eat meat?
P: 天天都吃。

M: 是每天每顿都吃吗？

P: 一般午饭吃。我的习惯是不怎么吃早饭每天，我有的时候会为了减肥而不吃午饭。

M: Have you considered reducing meat consumption?

P: 有考虑过，就是觉得少吃肉能有助于减肥，想让自己多吃一点蔬菜吧

M: 所以你会觉得吃肉是件不健康的事情吗？

P: 是的，虽然肉可以补充人体必需的营养物质，但是做肉需要的油会比较多，而且会放很多调料之类的。所以我感觉吃太多是不健康的，还是要多吃一些蔬菜。但是也不能不吃肉

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 频率变低了。

M: Why?

P: 我自己的饮食习惯改变了吧。因为在荷兰大部分的时间都需自己做饭，我有的时候懒得自己做就会吃一些三明治或者沙拉水果之类的当作晚饭，这种情况下我就不会吃肉。

M: 在国内你会怎么准备你的晚饭呢？

P: 在中国我一般和我父母一起吃，我爸妈做饭的话肯定是会有肉的。或者点外卖，也会选择一些有肉的外卖。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 豆腐，豆制品，蘑菇。我为什么会想到蘑菇呢，因为我小时候第一次吃杏鲍菇的时候，我就觉得它和肉很像，所以我会经常把蘑菇和肉类联系到一起。

M: Have you tried PBMAs before?

P: 试过，我刚来荷兰的时候买过那种类似于炸鸡排的植物肉。

M：那你之后有再购买过类似的产品吗？

P: 那个我最开始买过三四次吧，后面我自己做饭也做得少了，也就不怎么买了。

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 我觉得中国市场没什么植物肉类产品。我觉得大家不太能接受“不自然”的食品，大家更喜欢一些自然的产品。我觉得这边有很多肉类替代品的选择，超市有专门的货架去卖肉类替代品，而且也有不同种的肉类替代品。我觉得在中国如果大家不想吃肉的话，可能大家不会想到肉类替代品，大家会想到一些自然的可以补充蛋白的食物，比如说牛奶鸡蛋豆腐之类的。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 我觉得我有点排不出来，如果硬要我排的话可能是 347869215

12 就是豆制品，但是豆制品类的我本身并没有很喜欢吃，而且豆腐不像其他的产品，其他的感觉都有调味，豆腐我还得自己做，就挺麻烦的。78 看起来很不错，再加上 7 我之前吃过，我觉得还不错，所以我会排的比较靠前。3469 看着就很像肉，看着他们就会让我忽略他们不是肉的事实，所以我觉得味道应该还不错。5 我觉得颜色浅浅的，让人没啥食欲，所以我会把它排到最后一个。

M: Please rank the following products according to their health aspects

P: 12 比较健康，剩下的都差不多。78 不太健康是因为都是油炸的，剩下的我感觉加工很多，所以也不太健康。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我主要是看它的味道吧

M：味道怎么看呢？

P：就是我之前买素鸡排的时候，有芝士夹心的，有的是原味的，我更倾向于买原味的。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 豆腐的话不太入味，就是我不管做什么，豆腐还是有一股它本身的味道。其他的植物肉类的我觉得没什么，就像我之前买的炸鸡排，买回去直接烹饪一下就行，也没有什么 challenges。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 我主要看能量吧。比如两个差不多的产品，我可能会选择能量更低的那个产品。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我觉得要更像肉一点吧，现在的这些产品还是能明显的吃出来是素的，而不是肉。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会。如果有一些知名博主宣传说它们健康或者能减脂，我就会买。

M: What improvements would make PBMAs more appealing to you?

P: 我觉得国内要增加一些宣传吧。像我有的时候会有减脂的需求，我会参考一些博主的食谱，我发现他们其实还是吃的是真正的肉而不是肉类替代品，我有的时候觉得其实肉类替代品可能会更比肉类更符合营养需求。它们的脂肪或者蛋白质含量相比于真肉都更容易计算一些。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。我觉得中国的一些调味能在一定程度上改进它不像肉的不足。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 火锅。麻婆豆腐。炸鸡块。肉丸汤

M: Have you ever discussed eating meat with your family or friends?

P: 经常讨论。我会跟家里人吐槽国外的肉难吃，很想念中国的肉。

M: 所以没有讨论过减少吃肉对吧？

P: 我爸妈比较养生，他们有的时候会减少吃肉，但是不能不吃肉。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我家人应该不太能接受，他们还是觉得肉是人体每天所必须的。像我之前有给我爸妈发我在荷兰做的饭，可能就是里面没有肉，就是一些蔬菜水果面条啥的，他们就会说每天还是要吃点肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们应该是会欣然接受这种算是比较新颖的食物吧，但是长期吃的话感觉不太行，尤其是我爷爷奶奶那辈儿人

Interview N5

M: How many days of the week do you eat meat?
P: 天天都吃。因为我觉得吃肉可以满足我一天的营养需求。

M: 是每天每顿都吃吗？

P: 一天至少吃一顿吧。

M: Have you considered reducing meat consumption?

P: 没有考虑过。还是感觉肉是我日常饮食中很重要的营养来源。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 频率变低了。因为荷兰这边的肉处理起来比国内麻烦一些。可能因为荷兰的肉不阉或者不放血吧，所以会比较臭。而且我对这股臭味比较敏感，感觉即使用料酒腌制或者焯水处理，这股味道还是去不掉。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 素毛肚（拿魔芋做的），来荷兰之后毛肚很难买，我就会用魔芋来替代毛肚。还有植物肉。

M: Have you tried PBMAs before?

P: 我吃过那种拿植物蛋白做的丸子，我感觉没有真正肉做的丸子好吃

M：那你之后有再购买过类似的产品吗？

P: 没有过。因为我尝过之后觉得没那么好吃，就没再买了。

P: 奥对还有豆腐

M: 那你会把豆腐当做肉类替代品来吃吗

P：怎么说呢，煮火锅的时候基本都会买豆腐吃，我煮火锅的频率也蛮高的。就是有了豆腐的话我可以不吃肉。但是如果有豆腐也有肉，我也可以接受。

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 我觉得荷兰比中国产品种类会更多一些，感觉相关的研究也会更多，同时感觉也更有市场吧。感觉国外的人吃东西可能是为了比如说减脂增肌健康什么的，但是国内吃饭更多的是一种享受或者乐趣吧，不是说只是为了填饱肚子。我感觉国内的人应该无法因为健康，长期吃这种食物的。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 127834596

豆腐和豆制品我都是很喜欢的，所以 12 我排在最前面，但是如果 2 尝试了一次之后发现味道不好的话，我可能就不会再买了。7 我之前其实买过，它因为是炸过的，油炸能

掩盖一部分它与真肉的区别。8 我也买过，因为来荷兰之后做汉堡的频率也比较高，所以尝试过，感觉还可以。3 我会比较好奇它的味道，想看看它和真实的手撕牛肉到底有啥区别。4596

M: 你刚才提到说你 7 和 8 之前买过，那你吃他们的频率大概是多少呢？

P: 7 我只吃过一次，我感觉没有真鸡排好吃，所以就没再买了。8 的话之前我每天给自己做早餐的时候可以做到每天都吃，这种汉堡肉是我做汉堡的首选，现在吃的频率不高了。

M: 那为什么现在频率降低了呢？

P: 现在早上懒得给自己做饭了，就随便吃点，有的时候起不来就直接不吃早饭了

M: Please rank the following products according to their health aspects

P: 我觉得既然都是植物做的，健康方面都是差不多的。78 没有其他的健康，因为是油炸过的。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 不会，我一般看着样子比较吸引我就直接买了。

M: What challenges have you faced when purchasing or preparing PBMAs?

P: 没有。我觉得都挺好烹饪的，而且那些加工过的产品，一般都会写明制作方法，我觉得都挺清晰的。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 基本不看。

M: 为什么不看呢？

P: 首先我本来购买这些产品的频率就比较低。像豆腐的话，我觉得也没啥看的必要。

M: 豆腐你为什么会觉得没有看的必要呢？

P: 因为豆腐对我来说就是一道很普通的食材，而且我买它是为了好吃而不是为了健康。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我觉得要更像肉一点吧，现在的这些产品还是能明显的吃出来是素的，而不是肉。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会。如果有一些知名博主宣传说它们健康或者能减脂，我就会买。

M: What improvements would make PBMAs more appealing to you?

P: 我觉得国内要增加一些宣传吧。像我有的时候会有减脂的需求，我会参考一些博主的食谱，我发现他们其实还是吃的是真正的肉而不是肉类替代品，我有的时候觉得其实肉类替代品可能会更比肉类更符合营养需求。它们的脂肪或者蛋白质含量相比于真肉都更容易计算一些。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。我觉得中国的一些调味能在一定程度上改进它不像肉的不足。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 火锅。麻婆豆腐。炸鸡块。肉丸汤

M: Have you ever discussed eating meat with your family or friends?

P: 经常讨论。我会跟家里人吐槽国外的肉难吃，很想念中国的肉。

M: 所以没有讨论过减少吃肉对吧？

P: 我爸妈比较养生，他们有的时候会减少吃肉，但是不能不吃肉。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我家人应该不太能接受，他们还是觉得肉是人体每天所必须的。像我之前有给我爸妈发我在荷兰做的饭，可能就是里面没有肉，就是一些蔬菜水果面条啥的，他们就会说每天还是要吃点肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们应该是会欣然接受这种算是比较新颖的食物吧，但是长期吃的话感觉不太行，尤其是我爷爷奶奶那辈儿人

Interview N6

M: How many days of the week do you eat meat?
P: 五天左右吧

M: 是每顿都吃吗？

P: 我一般是中午做一些饭，这些饭一般都有肉，然后这些饭我中午一般吃不完，就是晚上还会吃一些。

M: Have you considered reducing meat consumption?

P: 没有考虑过。但是来荷兰之后我吃肉频率是变低了其实，因为在这边我需要自己做饭，在国内要么吃食堂要么吃父母做的饭。我有的时候懒得自己做饭，就吃一些速食方便面什么的时候，那一餐就不会吃肉了。不过有的时候，我需要减肥的时候可能会不吃

肉。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 频率变低了。原因同上

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 植物肉，豆腐

M: Have you tried PBMAs before?

P: 吃过，我之前去麦当劳误点过素的汉堡

M：那你觉得味道如何呢？

P：就是一吃就能感觉到不是真正的肉，不太好吃。

M：那你之后有再购买过类似的产品吗？

P: 没有过。因为我尝过之后觉得没那么好吃，就没再买了。

M: Do you think the PBMAs in the Dutch market are the same as those in China?

我觉得国外很多植物肉类产品，国内在超市基本上没怎么见过。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 741285693

7 我觉得看起来比较好吃，4 也蛮好吃的感觉，1 是纯豆腐，我本身也挺喜欢吃的。2 我就觉得也是豆腐类的，应该也蛮好吃的。8 我觉得看着也不错，5 我会出于好奇尝试，但是因为平时吃这种火腿的频率也不是很高，所以我把它放在了后面。6 我觉得颜色有点深了，我就不是很喜欢。9 也是看着颜色黑黑的，看着不喜欢。3 我觉得这个样子不是很吸引我。

M: Please rank the following products according to their health aspects

P: 12 我觉得比较健康。剩下的产品我觉得都是经过加工处理的，据我之前的了解他们的含盐量也比较高，添加剂也比较多，所以健康方面不如 12.

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我会看一眼营养价值表，如果是 D 或者 E 的话，我可能就不太会购买了。

M: What challenges have you faced when purchasing or preparing PBMAs?

P: 豆腐我没有遇到过什么 challenges，我觉得挺好烹饪的，其他的产品我平时也不太会买，所以也谈不上什么 challenges

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 基本不看。对于植物肉类产品，我不怎么买，所以就不看。豆腐的话对我来说就是一个超级熟悉的产品，没啥看的必要

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我在某个活动吃过植物肉，我期待吃到那种肉的纤维感，但是实际上并没有。然后它有很明显的豆腥味，我也不喜欢。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会。如果有一些博主说这些产品很健康，那我大概率会去尝试的。

M: What improvements would make PBMAs more appealing to you?

P: 我觉得它如果模仿肉的话，它的质地要像肉；如果它本身有调味的话，我希望它的调味能盖住它本身的豆腥味。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。因为我在中国的时候有去吃过那种纯素食餐厅，那个餐厅做的菜味道就很好，它的调味就能让我忽略掉它用的不是肉这个事实。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 糖醋排骨，水煮肉片，这些本身调味比较重的菜

M: Have you ever discussed eating meat with your family or friends?

P: 有和我朋友讨论过。就是有的时候和朋友路过超市的植物肉的区域，有感觉不是很理解，他们为什么不吃肉要吃肉类替代品。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我爷爷奶奶可能会阻止我这么做，他们觉得不吃肉对身体很不好。我父母的话可能不会阻止我，但是也会觉得不理解吧。朋友的话也是觉得不理解。而且我觉得如果我是素食主义者的话，我和我父母一起吃的话会很麻烦，因为他们肯定每顿都要吃肉的，他们还得专门给我准备素的菜。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们可能会不太理解，为什么不直接做肉菜，而是选择肉类替代品来做菜。Interview

N7

M: How many days of the week do you eat meat?
P: 天天都吃。

M: 是每天每顿都吃吗？

P: 午餐晚餐都吃

M: Have you considered reducing meat consumption?

P: 没有考虑过。我觉得不吃肉不太健康。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 频率没啥改变，但是吃的量少了。在荷兰需要自己做饭，有的时候一顿饭会拆成两顿饭吃。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 蛋白棒，蛋白饮品，豆制品。

M: Have you tried PBMAs before?

P: 吃过，我吃过炸鸡排那种植物肉，感觉没有真正的鸡排好吃。

M: 那你之后有再购买过类似的产品吗？

P: 取决于它打不打折，它打折我就还会再购买。

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 中国市场上其实肉类替代品出现的蛮早的，比如说面筋，豆制品之类的，但是中国人不会把它们当做肉类替代品来吃。中国人就是吃肉就是吃肉，豆制品这些就是当做蔬菜来吃，并不会有肉类替代品的概念。但是在荷兰市场上就会把豆制品归类为肉类替代品，而且植物肉类的产品还挺多的

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 71 4568 239

7 我感觉看着没那么像拿植物做的产品，而且它外面炸的那层在我看来和真正的鸡排差不多，所以我会最先购买。1 就是豆腐，我平时也挺喜欢豆腐的，所以会排的很靠前。香肠类的和肉丸类的我本身吃的就比较少，所以植物肉类产品我就更不会买了。

M: Please rank the following products according to their health aspects

P: 我觉得现在让我只看图片的话，我觉得都差不多，因为我看不到它们的营养成分表，所以我无法判断它们是否健康。

M：那如果根据营养成分表来看它是否健康的话，你会关注哪些数值呢？

P：蛋白，我觉得蛋白值越高越健康。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我会看看产品的外观，外观吸引我我就会买，我比较倾向于买肉排类的产品。

M：What challenges have you faced when purchasing or preparing PBMAs?

P: 目前没有，因为我主要买的是素鸡排类的产品，我一般就是煎一下吃，烹饪也很简单。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 我会看蛋白质，我希望蛋白质含量越高越好。既然它是用来替代肉，我吃肉主要也是为了补充蛋白，所以我希望蛋白含量越高越好。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 质地和真肉还是有区别的，我更倾向于它的质感更像真肉一样。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会。如果我某段时间频繁刷到某个产品的广告，我会出于好奇尝试一下。但是如果尝过之后味道不好的话，我后面也不会购买了。

M: What improvements would make PBMAs more appealing to you?

P: 我希望它们的价格比真肉的价格更低。我还更倾向于买方便我加工的产品，比如说买回来我加热一下就能吃的那种。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。因为目前在市场上很少见与中国菜结合在一起卖的植物肉类产品，所以如果它出现在市场上的话，我会出于好奇去尝试一下。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 烤面筋，烧素鸡。还有糖醋里脊这种类似的菜，就是我们吃这些菜主要是吃酱汁的味道而不是这道菜里面的肉，这种的话把肉换成肉类替代品我会觉得更容易接受一点。

M: Have you ever discussed eating meat with your family or friends?

P: 以前讨论过。以前我和我父母在一起吃饭的时候，我妈当时觉得吃的猪肉有点多，

再加上我爸当时有点高血脂，就把猪肉换成了牛肉作为主要的肉。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 他们会觉得难以置信吧，我自己都无法想象我会停止吃肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 我觉得他们可能不理解为什么一顿饭一点肉都没有。

M：那你觉得他们后续还会再尝试吗？

P：我觉得不会了，他们还是比较传统的那种观念，就是每顿饭都要吃点肉。

Interview N8

M: How many days of the week do you eat meat?
P: 有一周吃四到五天吧

M: 你一般午餐吃还是晚餐吃呢？

P: 晚餐，因为中午我主要吃一些三明治什么的，方便我携带，一般没有肉。

M: Have you considered reducing meat consumption?

P: 出于健康的考虑过。我有的时候晚上会煎一整块牛排当做自己的晚餐，吃完牛排就饱了，就不会再吃一些菜或者米饭之类的了，我觉得可能需要增加一些晚饭蔬菜和碳水的比例，减少肉的比例。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 豆制品

M: Have you tried PBMAs before?

P：我之前在我同学家吃过一次，他用的素肉沫和豆角一起炒的，我觉得还挺好吃的。不过我觉得可能是因为他调味调的很好的原因，不是肉类替代品本身好吃。我之前买过类似于 vegan chicken，它是被调过味的，同时也有产品本身的豆腥味，我不是很喜欢，我觉得没有豆腐好吃。豆制品我也吃过，但是大部分情况我不会把他们当做肉类替代品来吃，偶尔家里没肉了，我会放点豆腐，那个时候会把豆腐当做肉类替代品。

M: 那你把豆腐当做肉类替代品的频率是多高呢？

M：一个月一两次吧

M: Do you think the PBMAs in the Dutch market are the same as those in China?

P: 有区别，我觉得中国市场的豆制品类都没有调味，比如说豆腐豆皮之类的，我会比较喜欢。这边感觉大部分都是调味过的，我就不是很喜欢了。

M：提供研究的 PBMA 到底是啥

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 198245763

1 就是豆腐是我最喜欢也最常买的，9 是因为我之前在同学家吃过，所以我对这类产品的印象还不错。8 我觉得看起来也挺吸引我的，味道应该还不错。457 我会比较好奇它们的味道。6 我之前吃过一次，我觉得不好吃，所以我也不会考虑去购买。3 我难想象是什么味道了，所以不会考虑买。

M: Please rank the following products according to their health aspects

P: 我觉得 1 是最健康的，其他的都差不多。健康程度的话我也会看看那个评分，ABCDE 那个。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我会看做法，因为有的食品我不确定它是不是可以开袋即食，还是说需要加热一下。如果包装上做好的产品的图片比较吸引我我也会买。营养评分我会更倾向于选 A 的。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 我不喜欢调味的味道过于重的，就是重到我下锅煮了它们还是会有很浓的调料味，我就不是很喜欢。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 看热量和盐，我希望热量和钠低一点，

M：为什么呢？

P：钠太高我会觉得不太健康。我倾向于购买一些，买回来需要我自己加工的食物，我烹饪它的时候我还会额外加一些东西，所以我倾向于他们的热量低一点。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我觉得如果模仿不了那么像肉的话，可以不往那个方向模仿，就像你之前提到的调味豆腐一样，把他们做好吃了就行，没必要非得像肉。现在的很多产品让我感觉既不像肉也不好吃。我喜欢有嚼劲的肉类替代品，不太喜欢像肉丸那种肉比较散的。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 如果有一些我比较信赖的博主推荐，我可能会去尝试一下。但是如果短时间内我刷到了大量的关于某个产品的广告，那可能会让我对这个产品的好感度降低。

M: What improvements would make PBMAs more appealing to you?

P: 我不太喜欢油炸类的，因为有的油炸类的可能还需要我回家再煎一下，我会觉得很不健康。我希望它们的加工少一些吧。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会的，而且我觉得中国还是有很多肉类替代品做成的菜的。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 冒菜或者火锅。

M: Have you ever discussed eating meat with your family or friends?

P: 和父母有抱怨过这边猪肉有膻味，没有国内的好吃。我的同事有弹性素食主义者，我们有讨论过

M：那你们是怎么讨论的呢？

P：我有问过她为什么选择成为弹性素食主义者。她主要是出于动物福利方面的原因，她觉得现在的鸡，牛，猪之类的生存环境并没有很好。她说如果将来动物福利做的好的话，比如说这些动物生前都过的很开心，她也会考虑去吃肉。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我父母和朋友都会非常的惊讶。而且我觉得如果我成为 vegan 后，我没有专业的营养方面的知识去搭配我的饮食的话，我想吃的营养均衡是件很困难的事情。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 我觉得他们可能不是特别理解，我为什么做了一桌素菜一个肉菜都没有，他们可能会怀疑是不是国外的观念影响了我。我觉得如果做的好吃也会考虑再吃吧，毕竟他们偶尔也会去吃素斋啥的，那个素斋味道还不错其实。

Interview C1

M: How many days of the week do you eat meat?
P: 多的话每天都吃肉，少的话每两天吃一次肉。因为我现在工作的地方有食堂，食堂每天中午都是提供肉菜的，所以我午餐都会吃肉。

M: 那晚餐会吃肉吗？

P: 有的时候会有的时候不会。

M: Have you considered reducing meat consumption?

P: 没有考虑过，我觉得肉太好吃了，我没办法不吃肉。然后，我觉得肉类提供了我每天必须要摄入的蛋白质。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 大豆

M：还能想到其他品类吗？

P：我觉得肉类就是肉，植物类的产品就是植物，我并不觉得植物能替代肉，所以想不到其他的

M：提供研究的 PBMA 到底是啥

M: Have you tried PBMAs before?

P: 像你刚刚提到的植物肉我是没有尝试过的。但是豆腐和豆制品我都有吃过。

M：您吃豆腐或豆制品的时候，有把他们当做肉类替代品来吃吗？

P: 没有。我还想起来去年还是前年的时候，有个明星提到过植物肉类的产品，但是我看完她的宣传之后，并不觉得很吸引我。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 347198562

我的排序主要是根据我自己的口味喜好。手撕牛肉我比较喜欢，所以我觉得类似的素的产品我也会比较喜欢。选香肠也是因为我比较喜欢香肠，而且这个图片看起来相比于其他的产品更吸引我一些，就是看着就会让我食欲。炸鸡排我觉得味道应该也不错，因为本身炸鸡排我也比较喜欢吃。肉沫我觉得这个挺方便做的，就是回家直接往里面加点酱汁一炒，再搭配一些面或者米饭就可以出餐了。

M：你漏了一个豆腐

P：就是我觉得豆腐在我这算是蔬菜类了，我首先先选的是更像肉类的产品，然后才会选豆腐。我接着说剩下的排序。对于第五号和第六号——火腿片和丸子，我平时不怎么吃，所以排的相对靠后。所以在五六之前先排了汉堡肉。我不太喜欢吃外面卖的丸子，我总是担心炸丸子的油不是很干净，而且外面炸的丸子让我觉得很油腻。我比较喜欢吃那种不炸的丸子，就像火锅里面涮的丸子那种。

M: Please rank the following products according to their health aspects

P: 我感觉营养方面都差不多，都是拿植物做的。因为我不清楚他们是拿啥原材料做的，所以我觉得都差不多。要是我知道他们的原材料的话，可能会更根据原材料有个排序吧。

M：您觉得哪种原材料的营养价值更高呢？

P：我更倾向于豆类吧

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 保质期，看原材料，看是豆制品做的还是菌菇类做的吧

M：那你更倾向于买豆类做的还是菌菇类做的？

P: 我更倾向于豆类吧，我感觉豆类的营养价值会更高一些

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 我觉得豆制品类的，我目前没有遇到过什么 challenges。不过我不太喜欢外面炸的东西，我觉得外面的油不是特别的干净。还有就是，这算是我不太会购买这类产品的一个原因吧，就是我觉得目前的技术无法将植物肉类产品的营养价值完全和肉做成一样的，所以我还是会更倾向于买肉。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 我主要看碳水和蛋白质。我希望蛋白质和碳水的比例是 6:4。我理想状态是这样的。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我希望尽量和真正的肉类越像越好吧。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 我觉得不会改变我对肉类替代品的看法。

M：为什么呢？

P：我觉得我本人是比较保守的那种人，就像我之前喝 coco 的奶茶，我就只会喝那特定的一种口味的，我喝腻了我才会换。我觉得如果肉类替代品是由国家层面大肆宣传，我可能会尝试一下。如果只是小红书一些博主推荐的话，但是国家层面并没有宣传这个东西，我可能会关注一下，但是我并不会尝试。

M: What improvements would make PBMAs more appealing to you?

P: 我觉得营养价值需要尽量和肉类做到差不多。我觉得价格要比真正的肉价格低一些。我觉得植物肉类产品能做到营养价值和肉类差不多的同时，还有低廉的价格，这对于一些贫困地区吃不起肉的人来说，是一种很好的选择。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吧。主要是现在对这种肉类替代品，我还无法完全接受用他们来替代我正餐中的所有的肉。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 火锅。丸子汤

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。就是每天要吃不同种的肉，如果一天只吃一种肉的话，会觉得腻。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我自己无法想象我某天会停止吃肉。我可以接受我一周或者一个月只吃一次肉，但是我完全无法接受我一辈子不吃肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们可能会觉得很新奇吧。可能会比较好奇植物是怎么做出这些看着像肉的东西。

Interview C2

M: How many days of the week do you eat meat?
P: 多的话每天都吃肉，少的话每两天吃一次肉。因为我现在工作的地方有食堂，食堂每天中午都是提供肉菜的，所以我午餐都会吃肉。

M: 那晚餐会吃肉吗？

P: 有的时候会有的时候不会。

M: Have you considered reducing meat consumption?

P: 没有考虑过，我觉得肉太好吃了，我没办法不吃肉。然后，我觉得肉类提供了我每天必须要摄入的蛋白质。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 大豆

M: 还能想到其他品类吗？

P: 我觉得肉类就是肉，植物类的产品就是植物，我并不觉得植物能替代肉，所以想不到其他的

M：提供研究的 PBMA 到底是啥

M: Have you tried PBMAs before?

P: 像你刚刚提到的植物肉我是没有尝试过的。但是豆腐和豆制品我都有吃过。

M：您吃豆腐或豆制品的时候，有把他们当做肉类替代品来吃吗？

P: 没有。我还想起来去年还是前年的时候，有个明星提到过植物肉类的产品，但是我看完她的宣传之后，并不觉得很吸引我。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 347198562

我的排序主要是根据我自己的口味喜好。手撕牛肉我比较喜欢，所以我觉得类似的素的产品我也会比较喜欢。选香肠也是因为我比较喜欢香肠，而且这个图片看起来相比于其他的产品更吸引我一些，就是看着就会让我食欲。炸鸡排我觉得味道应该也不错，因为本身炸鸡排我也比较喜欢吃。肉沫我觉得这个挺方便做的，就是回家直接往里面加点酱汁一炒，再搭配一些面或者米饭就可以出餐了。

M：你漏了一个豆腐

P：就是我觉得豆腐在我这算是蔬菜类了，我首先先选的是更像肉类的产品，然后才会选豆腐。我接着说剩下的排序。对于第五号和第六号——火腿片和丸子，我平时不怎么吃，所以排的相对靠后。所以在五六之前先排了汉堡肉。我不太喜欢吃外面卖的丸子，我总是担心炸丸子的油不是很干净，而且外面炸的丸子让我觉得很油腻。我比较喜欢吃那种不炸的丸子，就像火锅里面涮的丸子那种。

M: Please rank the following products according to their health aspects

P: 我感觉营养方面都差不多，都是拿植物做的。因为我不清楚他们是拿啥原材料做的，所以我觉得都差不多。要是我知道他们的原材料的话，可能会更根据原材料有个排序吧。

M：您觉得哪种原材料的营养价值更高呢？

P：我更倾向于豆类吧

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 保质期，看原材料，看是豆制品做的还是菌菇类做的吧

M：那你更倾向于买豆类做的还是菌菇类做的？

P: 我更倾向于豆类吧，我感觉豆类的营养价值会更高一些

M: What challenges have you faced when purchasing or preparing PBMAs?

P: 我觉得豆制品类的，我目前没有遇到过什么 challenges。不过我不太喜欢外面炸的东西，我觉得外面的油不是特别的干净。还有就是，这算是我不太会购买这类产品的一个原因吧，就是我觉得目前的技术无法将植物肉类产品的营养价值完全和肉做成一样的，所以我还是会更倾向于买肉。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 我主要看碳水和蛋白质。我希望蛋白质和碳水的比例是 6:4。我理想状态是这样的。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我希望尽量和真正的肉类越像越好吧。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 我觉得不会改变我对肉类替代品的看法。

M: 为什么呢?

P: 我觉得我本人是比较保守的那种人，就像我之前喝 coco 的奶茶，我就只会喝那特定的一种口味的，我喝腻了我才会换。我觉得如果肉类替代品是由国家层面大肆宣传，我可能会尝试一下。如果只是小红书一些博主推荐的话，但是国家层面并没有宣传这个东西，我可能会关注一下，但是我并不会尝试。

M: What improvements would make PBMAs more appealing to you?

P: 我觉得营养价值需要尽量和肉类做到差不多。我觉得价格要比真正的肉价格低一些。我觉得植物肉类产品能做到营养价值和肉类差不多的同时，还有低廉的价格，这对于一些贫困地区吃不起肉的人来说，是一种很好的选择。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吧。主要是现在对这种肉类替代品，我还无法完全接受用他们来替代我正餐中的所有的肉。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 火锅。丸子汤

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。就是每天要吃不同种的肉，如果一天只吃一种肉的话，会觉得腻。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我觉得我自己无法想象我某天会停止吃肉。我可以接受我一周或者一个月只吃一次

肉，但是我完全无法接受我一辈子不吃肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们可能会觉得很新奇吧。可能会比较好奇植物是怎么做出这些看着像肉的东西。

Interview C3

M: How many days of the week do you eat meat?
P: 每天都吃

M: 是每天每顿都吃吗？

P: 一般都是晚上吃。因为中午是我带饭去单位吃，我也没想着要带一些有肉的菜。但是晚上是和我父母一起吃，我妈做饭肯定会有肉菜的，所以每晚都吃肉。

M: Have you considered reducing meat consumption?

P: 基本没有考虑过。不过我想减脂的时候，我会避免吃一些油炸的肉或者煎过的肉，这种时候可能吃的肉会少一些。其他时候因为我中午都吃的素菜，所以我晚上就想吃点肉。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 素鸡，豆制品，面筋。

M：这些产品你之前当类替代品的吃过吗？

P：有

M：频率如何呢？

P：一周一次吧

M：提供研究的 PBMA 到底是啥

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 7 4 8 2 3 6 5 9 1

鸡排我很喜欢，我觉得素的应该也会很好吃。香肠我也很喜欢。8 的样子很吸引我，看着我就觉得很好吃。2 我觉得看着比 3659 好吃。5 属于是我无法想象它的味道，9 是那种肉糜类的，我不喜欢。我把 1 排到最后不是因为我不喜欢吃豆腐，只是因为的都是加

工好的食物，属于是我热一热就可以吃的，但是 1 我还得自己加工，我觉得非常麻烦。

M: Please rank the following products according to their health aspects

P: 我觉得 1 是最健康的，其他的都差不多。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 图片，看看外观是否吸引我。配料表，我想看主要成分是啥，想了解一下这个食品是拿啥做的，还有添加剂多不多。

M：你更倾向于买添加剂少的吗？

P：对，添加剂多的我觉得不健康。奥对，我还会看产品是否提供烹饪方式，我更倾向于买提供烹饪方式的。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 我买过素鲍鱼，我当时有看配料表，它的添加剂真的好多，让我觉得好不健康。还有就是豆制品吃多了尿酸会高，所以我不敢吃太多。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 会的。我只会看碳水化合物，因为我有糖前期，我不敢摄入太多的糖每天。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我喜欢更像肉的质感和风味。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 非常会。如果网上宣传说这种肉类替代品有很多好处，比如说很健康，我就会买。

M: What improvements would make PBMAs more appealing to you?

P: 我希望它们添加剂少一些会更吸引我。还有样子很像真正的肉也很吸引我。如果酱料的味道能掩盖肉类替代品本身的味道，我也会买。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 其实不结合在一起，只要样子做的很逼真，和真肉很像就会很吸引我。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 炸酱面，酸汤豆腐煲。

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。我有问过我妈为啥每天都吃牛肉，我妈说现在因为担心核辐射污染海洋，

就不太敢买海鲜类的产品，就只能吃牛肉了。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我妈肯定是不允许我吃素的，因为她觉得这样对身体很不好。而且现在有几个中国明星去世，生前都是吃素的，我妈因为这些新闻，更加不会让我吃素了。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 可能有人会感到惊讶，一点肉都没有。但是如果味道很好的，我觉得大家还是很愿意接受的。

Interview C4

Interview C5

M: How many days of the week do you eat meat?
P: 每天都吃

M: 是每天每顿都吃吗？

P: 一般是午饭的时候吃肉。

M: Have you considered reducing meat consumption?

P: 没有考虑过，因为我感觉肉类含有人体所必须的营养。吃肉能满足我每天的营养需求。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 停顿。豆制品吧，我有的时候豆制品吃多了会不想吃肉

M: 你一般会选择吃哪些豆制品来代替肉类呢？

P: 豆干吧，或者豆腐

M: 提供研究的 PBMA 到底是啥

M: Have you tried PBMAs before?

P: 豆腐或者豆制品这类的我都有吃过。

M: 您吃豆腐或豆制品的时候，有把他们当做肉类替代品来吃吗？

P: 没有过。

M: The nine products presented in this table are my selection of nine common plant-based

meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 784261395

从视觉上来说，784 长得更像肉类，让我更有食欲。26 我觉得下到火锅里会很好吃。1 就是普通豆腐嘛，就是看上去很健康，我清淡饮食的时候也会选择去吃。395 这三个产品长得让我觉得没有食欲。9 感觉是肉沫类的，我本身就不是很喜欢。3 我看着也感觉不是很喜欢。5 看起来颜色太浅了，让我很没有食欲。

M: Please rank the following products according to their health aspects

P: 我觉得 1 是最健康的，其他的都差不多。因为我觉得 1 就是纯天然的豆腐，其他的应该是里面添加了不少东西的。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P:我现在比以前更注重健康了，我会更倾向于购买一些添加剂少的产

M：也就是会看配料表对吧？

P：是

M：除了配料表之外还会看些什么呢？

P: 我还会看一下品牌吧，我可能会选择一些大牌或者是说更值得信赖的品牌。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 目前没有。我是感觉对于我来说，豆制品这类的食物就是食品的一种，仅此而已。我没有想过用某种产品去替代肉。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 会的。我更倾向于买脂肪含量更低，蛋白含量更高的产品。就是那种可以帮助我减脂，控制体重的。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 希望他们吃起来更像肉吧。如果它们有一些类似于肉类的香味的话，会吸引我去吃。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 非常会。如果是比如说小红书上面有些博主说这类产品说的很有理有据，或者说他们说会对健康有很大帮助，我就会去购买。

M: What improvements would make PBMAs more appealing to you?

P: 比如说如果我想把豆制品作为肉类替代品来食用的话，我肯定是希望它更像肉。比如说嚼起来像肉一样，或者有肉的香气吧。我觉得在包装上可以让它们更突出一点，就是让人们知道这种食物还能作为肉类替代品来食用。比如说可以把它们放在肉或者肉制品的旁边售卖，让人们想吃肉的时候多一种选择。我感觉现在肉类替代品在国内也不是很多，很多人也不知道它们的存在，所以还需要多宣传宣传吧。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 炸鸡排这种炸的东西

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。讨论过什么季节吃什么肉吧，比如说冬天比较适合多吃一点羊肉。

M: 所以没有讨论过减少吃肉对吧？

P: 其实还是有的，但是是说减少哪种肉类的摄入，比如说最近我们加吃猪肉比较少，因为感觉脂肪含量比较高，所以现在吃牛肉比较多。

M: Imagine how your family and friends would react if you stopped eating meat.

P:他们一定会非常震惊，觉得不可思议。他们会好奇我从小到大都爱吃肉，为什么突然就不吃肉了。会好奇我究竟发生了什么。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 如果他们吃之前不知道他们吃的菜是肉类替代品做的，如果肉类替代品吃起来没有那么像肉的话，他们可能会好奇，这个菜里面到底加了些什么。如果他们提前知道这是拿肉类替代品做的话，他们可能会质疑说什么东西能做的像肉。

Interview C6

M: How many days of the week do you eat meat?
P: 每天都吃

M: 是每天每顿都吃吗？

P: 一般午餐都会吃，有的时候晚餐也会吃。

M: Have you considered reducing meat consumption?

P: 没有考虑过，因为我现在在健身，我需要吃肉来满足我的营养需求。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 燕麦奶，豆奶，豆浆，豆制品

M：提供研究的 PBMA 到底是啥

M: Have you tried PBMAs before?

P: 吃过豆制品和豆腐

M：您吃豆腐或豆制品的时候，有把他们当做肉类替代品来吃吗？

P: 有过，就是有的时候吃麻辣烫，我感觉麻辣烫店的肉不是很好，那个时候会把豆制品当做肉类替代品来吃。

M：那这个频率是多少呢？

P: 一周两到三次吧

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 1 2 5 4 3 7 6 9 8

市场上卖的油炸的东西我觉得不是很健康，我会担心用的油不是很干净，所以我不太愿意购买。我比较喜欢加工较少的产品，所以把 12 排在了最前面。5 我是觉得颜色看起来淡淡的，应该没有那么多调料。我总觉得某些食物是因为不新鲜了，所以才放了很多调料。

M: Please rank the following products according to their health aspects

P: 我觉得 1 和 5 看起来比较健康，其他的都差不多。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我会倾向于买添加剂少的产品，还有产地。

M：您更倾向于买什么产地的呢？

P：比如说我会买山西产的醋，内蒙产的乳制品这样。(缺少归纳总结

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 暂时没有。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 会看。我主要看蛋白质的含量，脂肪的含量还有钠的含量。

M：那你倾向于这些数值高还是低呢？

P：我倾向于蛋白质含量高一些，脂肪和钠的含量都低一些。蛋白质和脂肪对我来说都是有利于我减脂增肌的，钠太高的话对我这种健身的人来说很难代谢。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 希望他们吃起来更像肉吧。还有就是调味盖过它本身有的豆腥味。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会的。比如说魔芋类的产品，我之前觉得添加剂很多，就不太愿意买，后面看到宣传说魔芋类的产品 0 卡 0 脂而且饱腹感很强，我就变得愿意购买了。

M: What improvements would make PBMAs more appealing to you?

P: 添加剂少。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 并不会。我是觉得某些菜肉类替代品并不能替代肉。像现在肉也不贵，比如说吃一些辣子鸡什么的菜，我还是更愿意买肉做的，而不是肉类替代品做的。而且相比于植物蛋白，我更愿意买由动物蛋白制成的产品。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 汉堡吧

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。以前家里面一餐当中碳水占比会很高，就是觉得这样不健康，所以后面有讨论过增加一餐中蔬菜和肉的比例。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 他们会觉得难以置信，觉得我不可能不吃肉。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 他们可能先是会感叹说这一顿饭怎么没有肉，但是还是会出于好奇去尝试。如果味道还不错的话，可能会接受。

Interview C7

M: How many days of the week do you eat meat?
P: 每天都吃

M: 是每天每顿都吃吗？

P: 早餐和午餐

M: Have you considered reducing meat consumption?

P: 没有考虑过，因为我觉得动物源的蛋白每天还是需要摄入的，而且是植物源蛋白无法替代的。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 蘑菇，豆制品，魔芋

M：这些产品你之前吃过吗？

P：我吃过的。

M：这些产品你会把他们当做肉类替代品来吃吗

P：不会，但是我会把豆制品当做我的蛋白质来源，但是同时我可能还会吃一些肉。

M：提供研究的 PBMA 到底是啥

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 7 3 2 8 1 4 6 9 5

7 和 3 的样子具有一定的欺骗性，都会让我觉得我不是在吃肉类替代品，是在吃真肉。我本身很喜欢豆腐，2 是有调味的豆腐，我觉得很好搭配，而且本身应该也很好吃。8 我也觉得看起来不错，而且上面有蔬菜的装饰，会让我觉得营养均衡，很健康。1 是没有任何调味的豆腐，我虽然很喜欢吃豆腐，但是这种没有任何调味的意味着我还需要额外加工它，我觉得有点麻烦。4 我觉得还可以接受，但是相比于前面的产品并没有那么喜欢。6 和 9 颜色对我来说的都太深了，让我感觉这个产品可能是被炸糊了，我就不太想买。5 颜色太浅了，我看着很没有食欲。

M: Please rank the following products according to their health aspects

P: 1 3 2 9 其他都一样

1 就是纯豆腐，肯定是最健康的。3 我觉得看起来也没有油炸过，应该也挺健康的。2 我觉得应该是有炸过的，所以相比于前两个没有那么的健康。然后 9 相比于 45678，给

我感觉是它的加工相对较少一点。剩下的产品我觉得就是加工比较多，而且添加剂应该也不少。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 我会更倾向于买透明的包装，让我能直接看到这个产品长什么样子，我想看到它是什么颜色的。我还会看添加剂多不多，我更倾向于买添加剂较少的产品。

M: What challenges have you faced when purchasing or preparing PBMAs?

P: 我感觉就是有些植物肉做法比较单一吧，因为真肉可以煮，炒，但是有的植物肉只能放锅里炒，并不能水煮。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 蛋白含量，我不希望它特别高，和真肉差不多就可以。我可能还会看看有没有额外添加铁，因为肉里面是含铁的，所以我希望植物肉里面也有。钠含量我还是希望稍微低一些，因为我后续可能还会加工它。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我不希望它本身调味过重，因为我后续还会加工它，所以我希望这个的调味是我自己调出来的味道，而不是它本身的味道。我希望它有一些和肉一样的纤维感。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 可能会吧，如果有人宣传这类的产品，我可能会出于好奇尝一下。

M: What improvements would make PBMAs more appealing to you?

P: 像肉的同时价格比肉还低，我就会考虑购买。

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 可能吧

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 八大碗。

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。就是如果我中午和早上都没吃肉的话，我晚餐一定会吃肉，而且在晚上我潜意识会告诉自己我今天一天都没有吃肉了，所以晚餐一定得吃肉。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 我家人可能会很不理解我为什么会这样。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 我觉得不会有什么太大的反应吧，因为豆制品在我们的饮食中很常见。如果加一些植物肉进去的话，他们也只会觉得这是又一道拿豆制品做的菜而已。

Interview C8

M: How many days of the week do you eat meat?
P: 一周大概六天吧

M: 是每顿都吃吗？

P: 一般晚餐吃。

M: Have you considered reducing meat consumption?

P: 考虑过。因为我最近长胖了，我觉得可能是吃的肥肉有点多。所以想减少一点肥肉的摄入。

M: Has your frequency of meat consumption changed since you came to the Netherlands?

P: 频率变低了。因为荷兰这边的肉处理起来比国内麻烦一些。可能因为荷兰的肉不阉或者不放血吧，所以会比较臭。而且我对这股臭味比较敏感，感觉即使用料酒腌制或者焯水处理，这股味道还是去不掉。

M: What foods can you think of that can replace meat? Can you give me a few examples?

P: 豆腐，豆制品

M: Have you tried PBMAs before?

P: 之前吃过 KFC 的素食汉堡

M: 那你之后有再购买过类似的产品吗？

P: 没有，因为太难吃了。

M: The nine products presented in this table are my selection of nine common plant-based meat alternatives available on the Dutch market. Assuming that you would buy the following products, please rank them according to your favourite. At the top of the list are the products you would most like to buy, and at the bottom are the products you would least like to buy.

P: 7 8 4 6 9 3 2 1 5

7 和 8 是油炸的，我感觉油炸的可以覆盖掉一部分它本身的味道。4 和 6 感觉也是调味的。后面几个也是。最后是豆腐类的。

M：你把豆腐排到后面是因为不喜欢豆制品吗？

P：不是的，因为我感觉如果我想买肉类替代品的话我会优先选择像肉的产品，而不是豆腐。

M: Please rank the following products according to their health aspects

P: 512396487

我觉得前面的 512 加工和添加剂都会比较少，所以会比较健康，后面的产品都是加工过的，我觉得没有那么健康。

M: When you purchase PBMAs, what information on the packaging do you pay attention to?

P: 添加剂，我更倾向于买添加剂少一点的产品。我会选择一些外观看起来更像肉的产品。

M： What challenges have you faced when purchasing or preparing PBMAs?

P: 说实话我没有考虑过去买肉类替代品，因为现在肉的价格还算合理，我如果做饭的话还是会优先选择肉的。

M: Do you look at the nutrition value table when purchasing PBMAs?

P: 偶尔会看一下碳水和脂肪，我希望这两个数值低一点。

M: Do you have any thoughts on the taste/ texture/ flavour of PBMAs?

P: 我会希望买到那种调好味的肉类替代品，用调味料遮盖住它本身的味道。质地要像肉。

M: How has marketing (e.g., advertisements) shaped your perception of PBMAs?

P: 会。网上宣传说好吃，我就会尝试。

M: What improvements would make PBMAs more appealing to you?

P: 我希望这些肉类替代品上面能写一些制作方法

M: Would you be more likely to try PBMAs if they were incorporated into traditional Chinese dishes? (e.g., mapo tofu)

P: 会吸引我。因为传统的中国菜对我来说比较熟悉，我就会买。

M: In what kind of dishes would you be more willing to accept PBMAs?

P: 红烧丸子，酿豆腐，肉沫

M: Have you ever discussed eating meat with your family or friends?

P: 讨论过。就是会讨论肉的价格，品质之类的。

M: Imagine how your family and friends would react if you stopped eating meat.

P: 他们可能会怀疑我受到了一些重大的打击，或者是要出家了。

M: If you prepared a table full of dishes made from meat alternatives for your friends/family, how do you think they would react?

P: 我觉得他们可能会好奇吧，但是我不确定以我的厨艺能否把他们做的好吃，也可能他们觉得不好吃只是因为我厨艺的问题哈哈