

The green gap in the food future of teenagers, the case of insects consumption.

GALLEN C. (1), GUICHARD N. (2), PANTIN-SOHIER G. (3), GENTINA E. (4), DAMAY C. (5), GOLLETTY M. (6)

1 Nantes Universit IAE Economie & Management, Nantes, France

2 UniversitParis Saclay, Paris, France

3 Universitd'Angers, Angers, France

4 IESEG, Paris, France

5 ISC Paris, Paris, France

6 UniversitParis-Panthn-ASSAS, Paris, France

Industrial food production contributes to resource depletion and pollution (Vermeulen et al. 2012). Thus, eating less meat is considered as a sustainable behavior change (Loy et al., 2016). One of the pathways to food transition is the consumption of insects (Gallen et al., 2019). In this context, promoting responsible consumption among young people is a priority (Fischer et al., 2017). This requires understanding what motivates and hinders adolescents to change their behavior (Bruni et al., 2012). Research in sustainable behaviors shows that there is a so called "green gap" between pro-environmental attitudes and real consumers' behaviors (ElHaffar et al., 2020). Three types of benefits to the adoption of sustainable practices have been identified (Dekhili et al., 2021): self-centered benefits (they are concrete and constitute the dominant motivation); altruistic benefits (caring for others); biospheric benefits for animal welfare and the environment (considered abstract and unpredictable). Thus, cognitive myopia prevents consumers from considering the future benefits of their consumption because of the immediate costs or sacrifices it generates and promotes the tendency to favor alternatives whose effects are concrete and immediate (egocentric benefits) (Trudel , 2019).

Objectives: This research aims to study the obstacles and motivations of adolescents to consume insects in order to identify a possible "green gap".

Method: Qualitative study with 31 adolescents (15 girls and 16 boys) aged from 12 to 18 y.o., exposed to visuals of insects.

Results: Concerning the reduction of meat consumption, the respondents' motivations are linked to the biospheric benefits with the protection of animals above all, then of the environment, while the obstacles are linked to the renunciation of egocentric benefits (pleasure, protein intake). The benefits of insects' consumption are first egocentric and above all linked to social valuation, then biospheric, and to a lesser extent altruistic. The obstacles are related to disgust related to insects.

Conclusion: In order to promote this food of the future among teenagers, it is possible to reduce the green gap by highlighting the egocentric benefits they seek, namely the experience of social valuation among their peers, but also the biospheric benefits associated with animal welfare.