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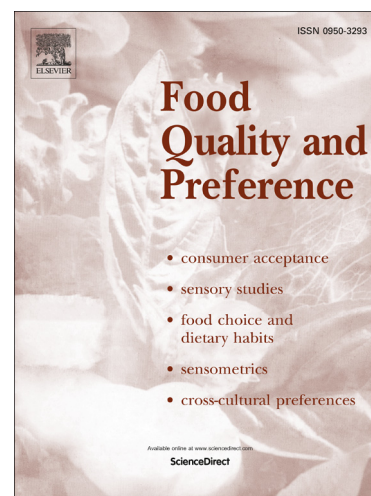
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## Brave, health-conscious, and environmentally friendly: Positive impressions of insect food product consumers

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### **Abstract**

Prior results suggest that people who follow a vegetarian diet or consume meat alternatives, such as insects, might be perceived negatively. In two experimental studies, both the shopping list method and a vignette approach were used to assess underlying impressions of these consumer groups. The aim of the first study was to

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