

Abstract

The alternative meat market is growing day by day, and many stakeholders are interested in and switching to alternative meat consumption instead of existing livestock meat, influenced by various factors. This study investigates consumer perceptions and preferences based on livestock meat and three alternative meats such as plant-based meat, insect meat, and cultured meat. In this review, consumers still show lower acceptance of meat alternatives than livestock meat. Interest in plant-based meat shows high acceptance and interest compared to other meat alternatives. Cultured meat is not yet as popular as plant-based meat, but consumers' preference is higher than insect meat with a long history. Insect meat, which showed the lowest preference, seems to be due to insect aversion. Consumers' perceptions and preferences for these various types of meat alternatives are influenced by various factors in consumer purchasing behavior. In addition, the consumption of meat alternatives, which started from these behavioral factors, began to operate beyond the table of ordinary households to the hotel food and beverage industry. It investigates consumers' perceptions