

Intervention Studies: Insights from quantitative, qualitative end ethnographic data

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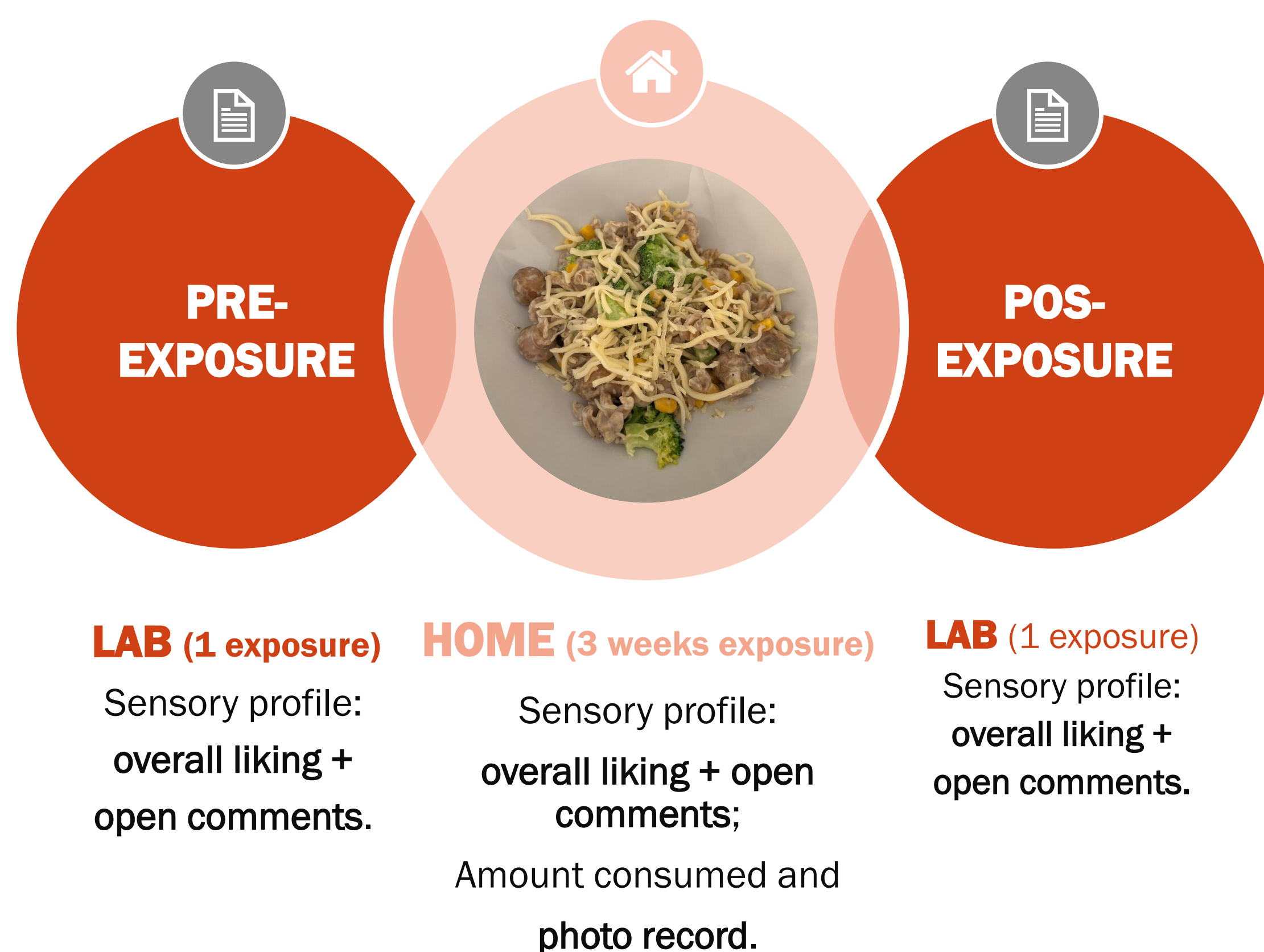
INTRODUCTION

Intervention studies can provide deeper insights into behavioral change when quantitative outcomes are complemented with qualitative and ethnographic data capturing participants' experiences in real-life contexts. This study aims to evaluate this approach by examining consumer responses to foods incorporating novel protein sources through a mixed-method intervention design.

METHODOLOGY

Intervention approach

72 eligible couples (n=144) are randomly assigned to two parallel treatment groups: with **edible insect** or with **plant-based alternative** (Figure 1). All participants are omnivores and do not have any food allergies.



Samples

All the products were **freely prepared** by the participants and incorporated into their usual diets.



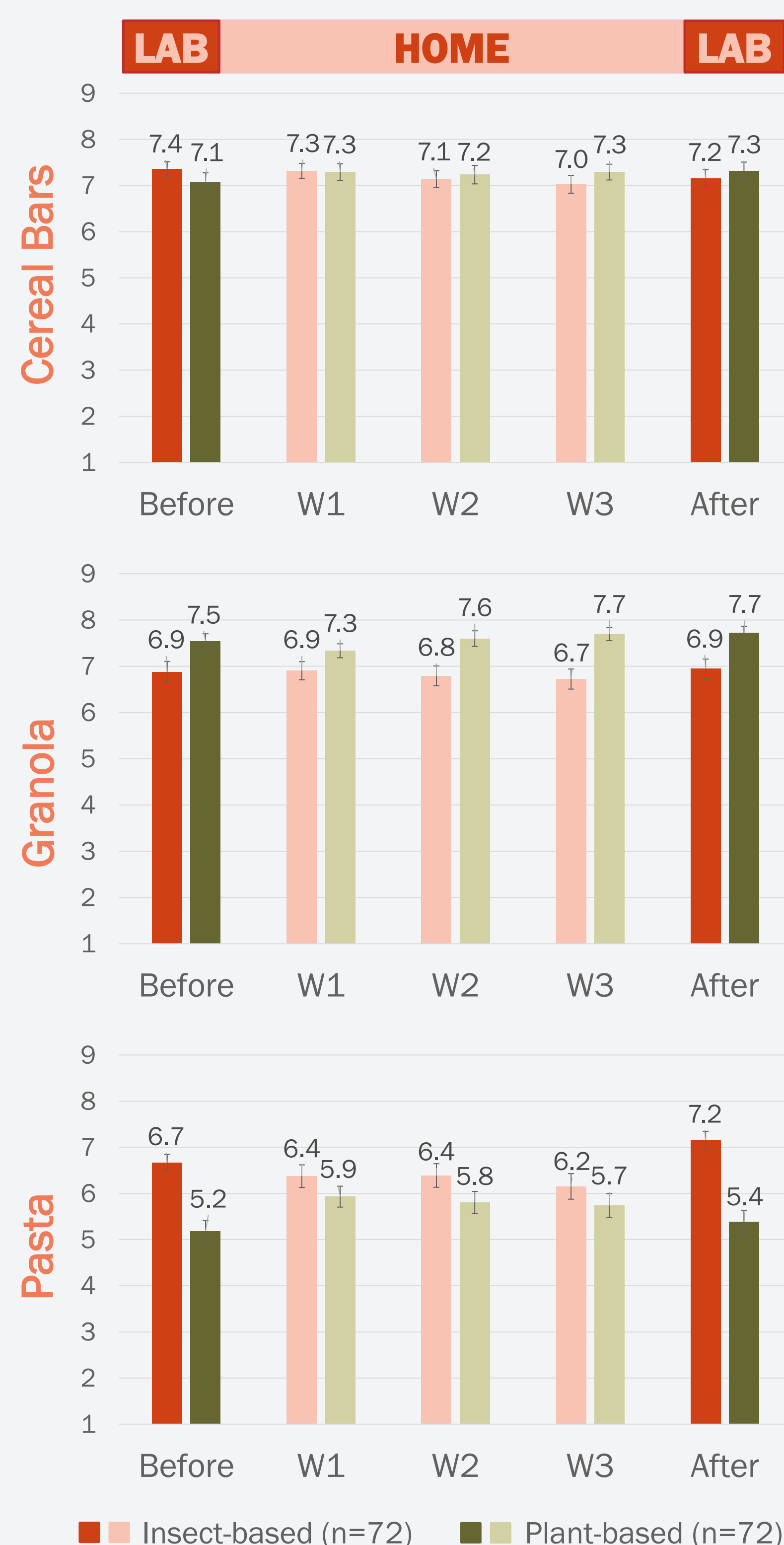
Figure 1: Samples included in the study (insect-based vs plant-based).

CONCLUSION

Combining **quantitative, qualitative and ethnographic data** provided a comprehensive understanding of how consumers interact with the products, highlighting the role of **repeated exposure**, sensory characteristics and consumption context for protein alternatives acceptance.

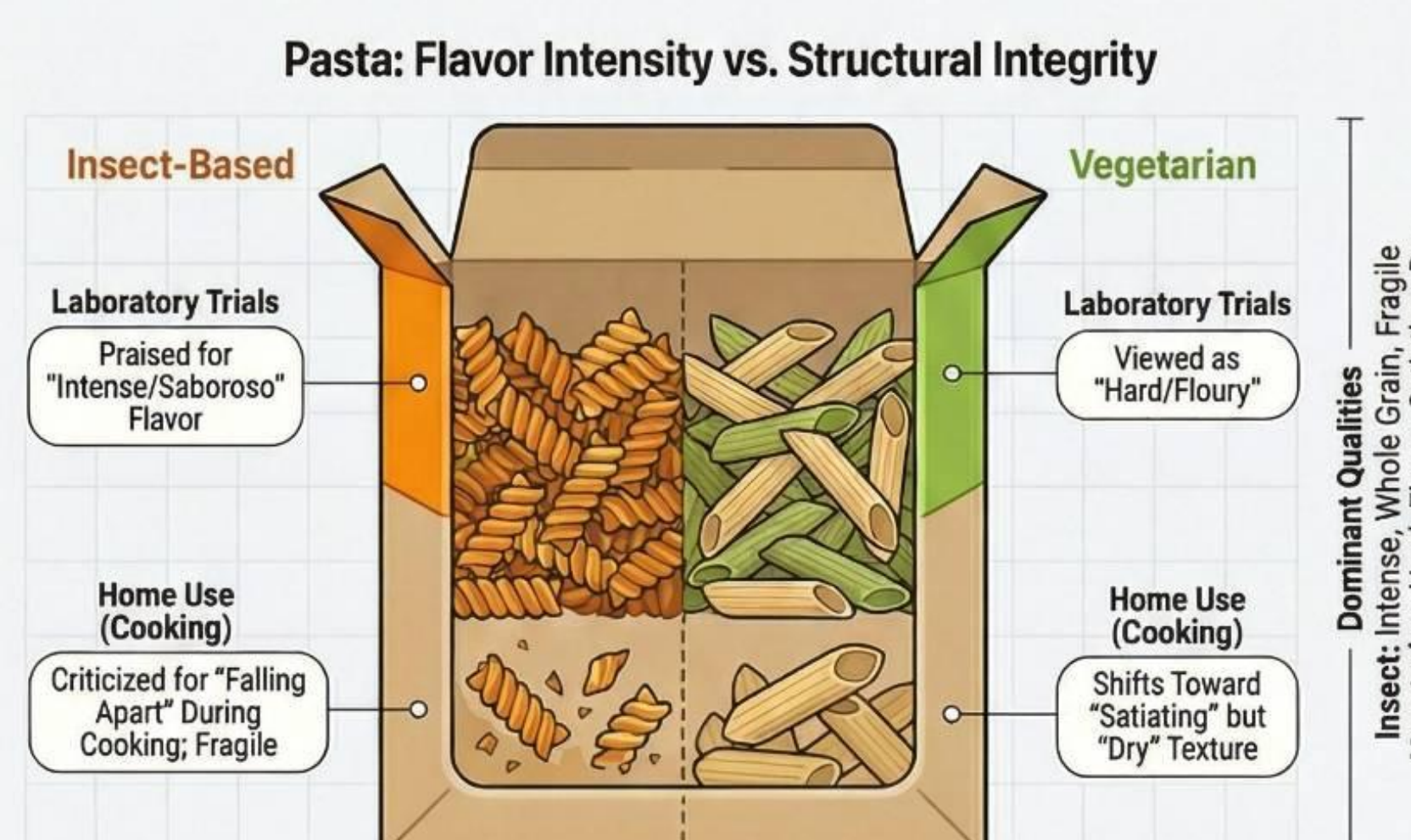
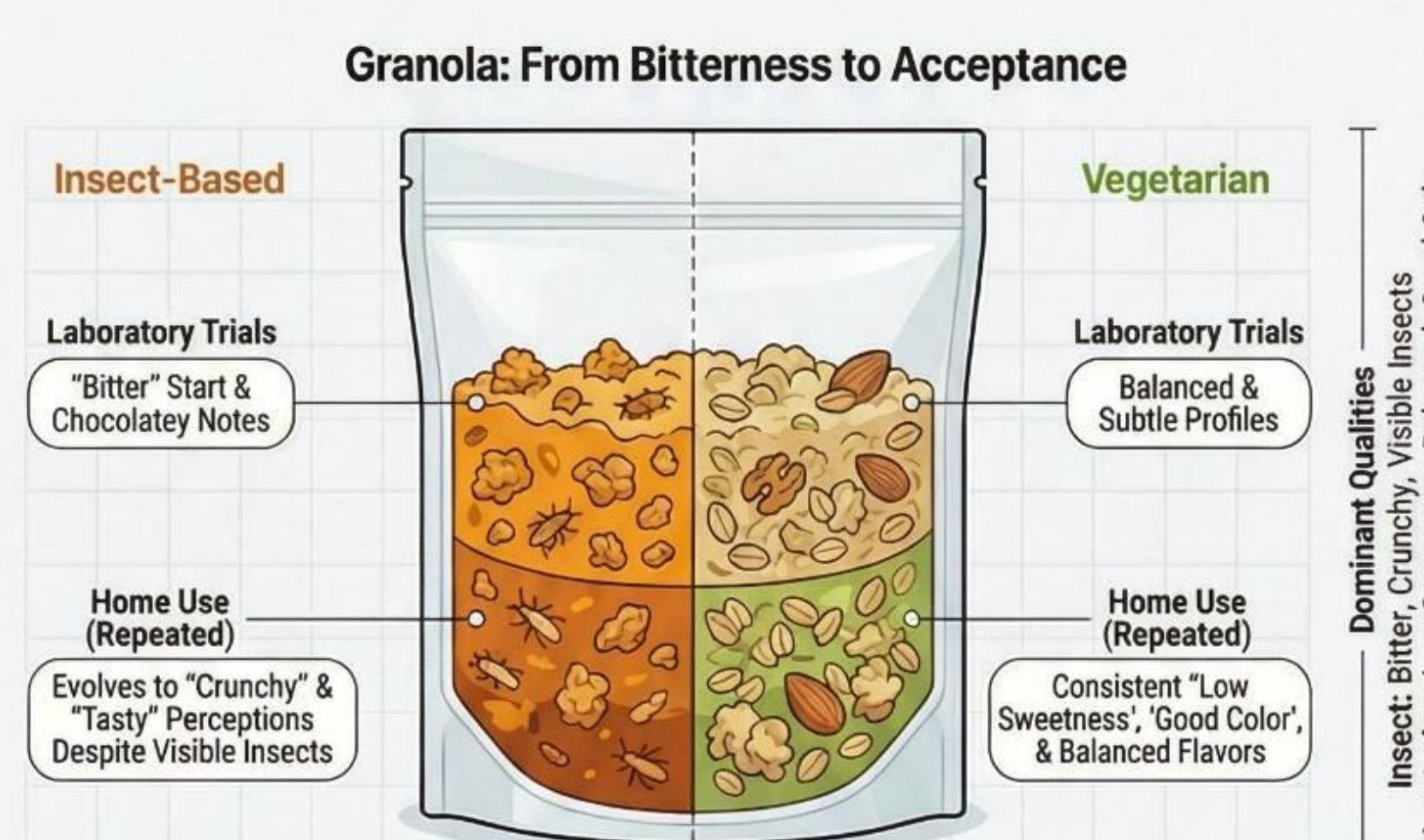
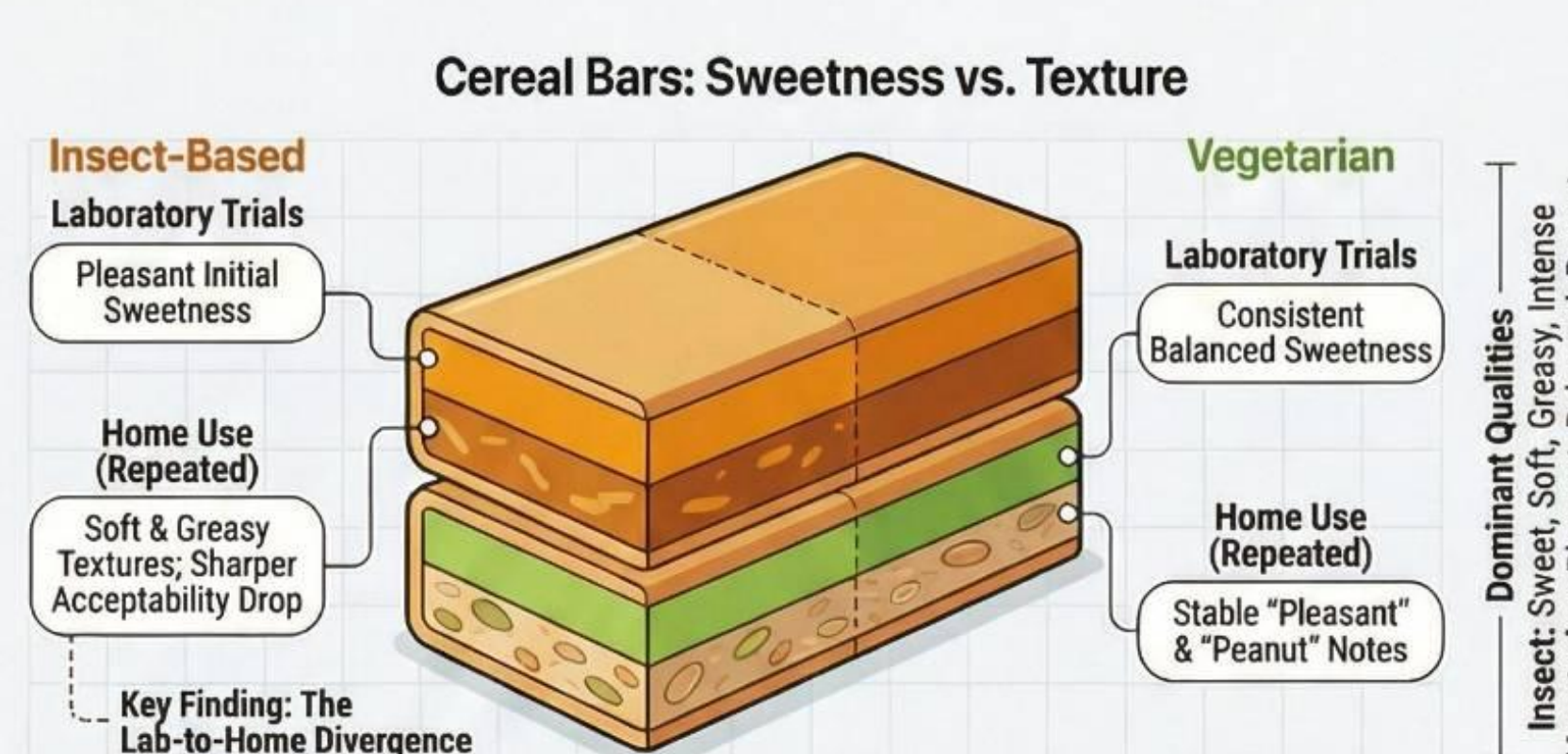
RESULTS

Quantitative Overall Liking



Qualitative Open Comments

Sensory Evolution: Insect-Based vs. Vegetarian Products



Ethnographic Photo Records

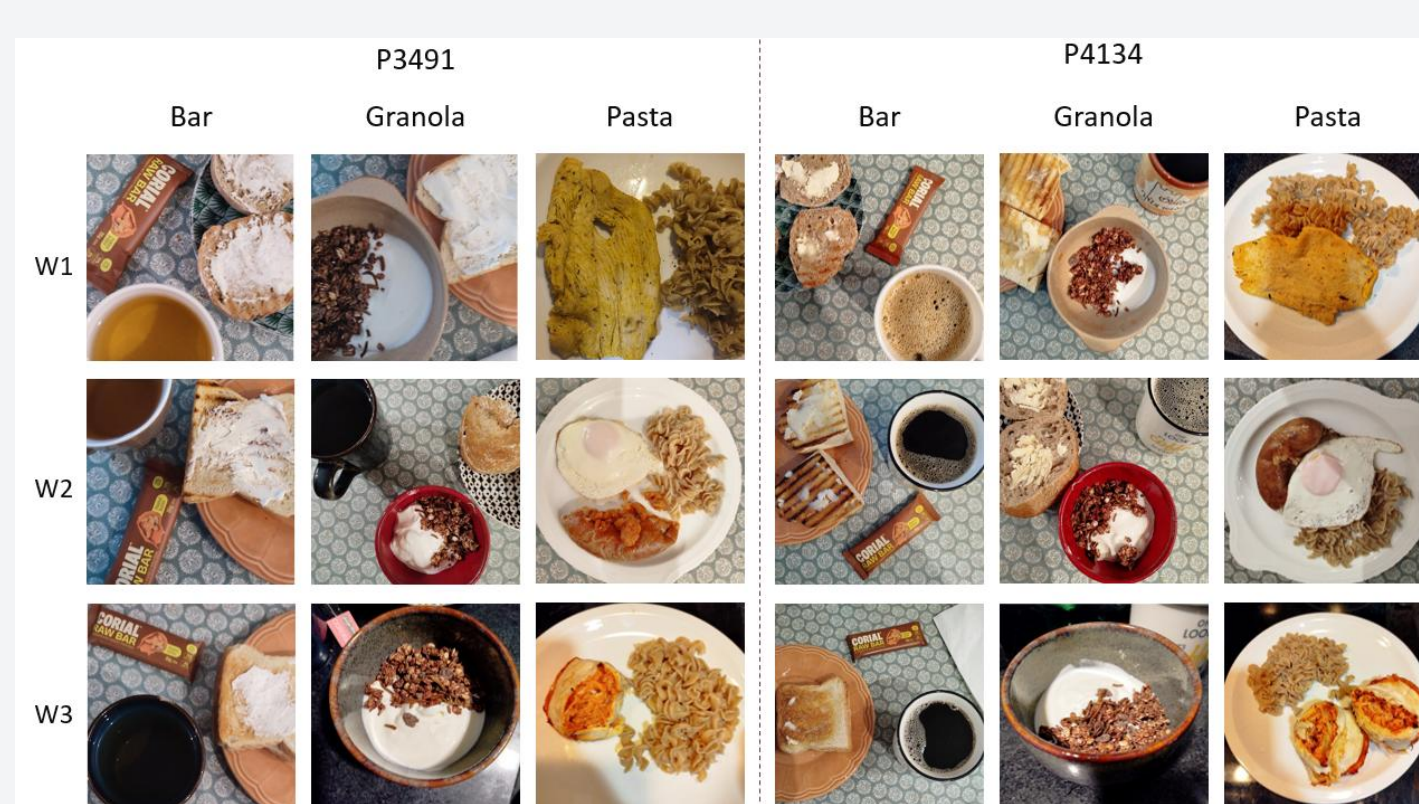
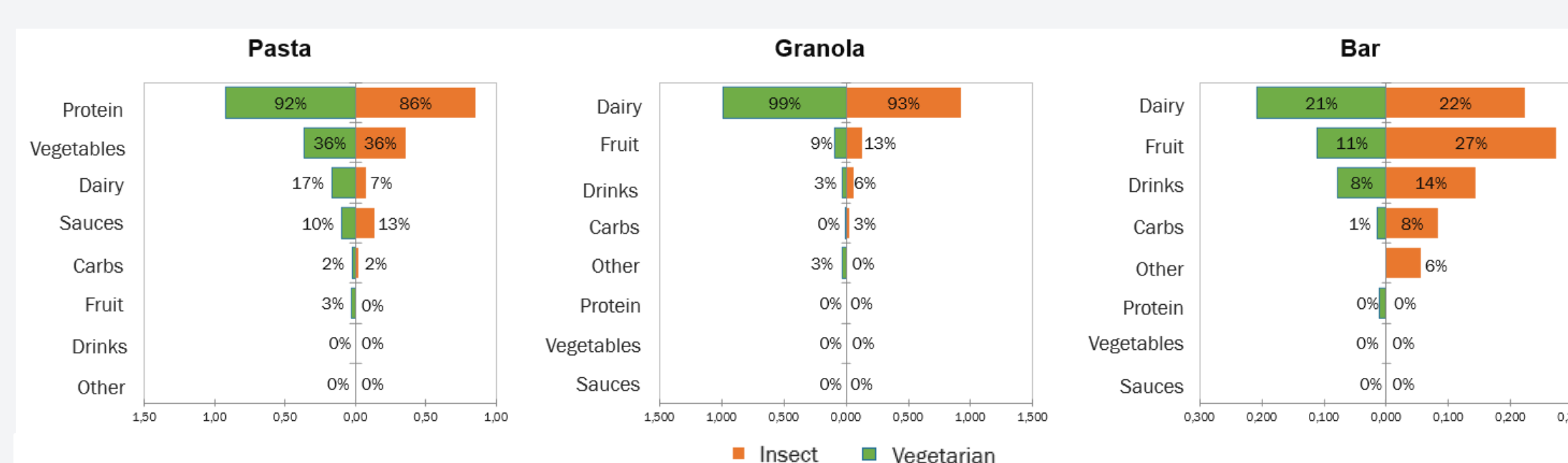
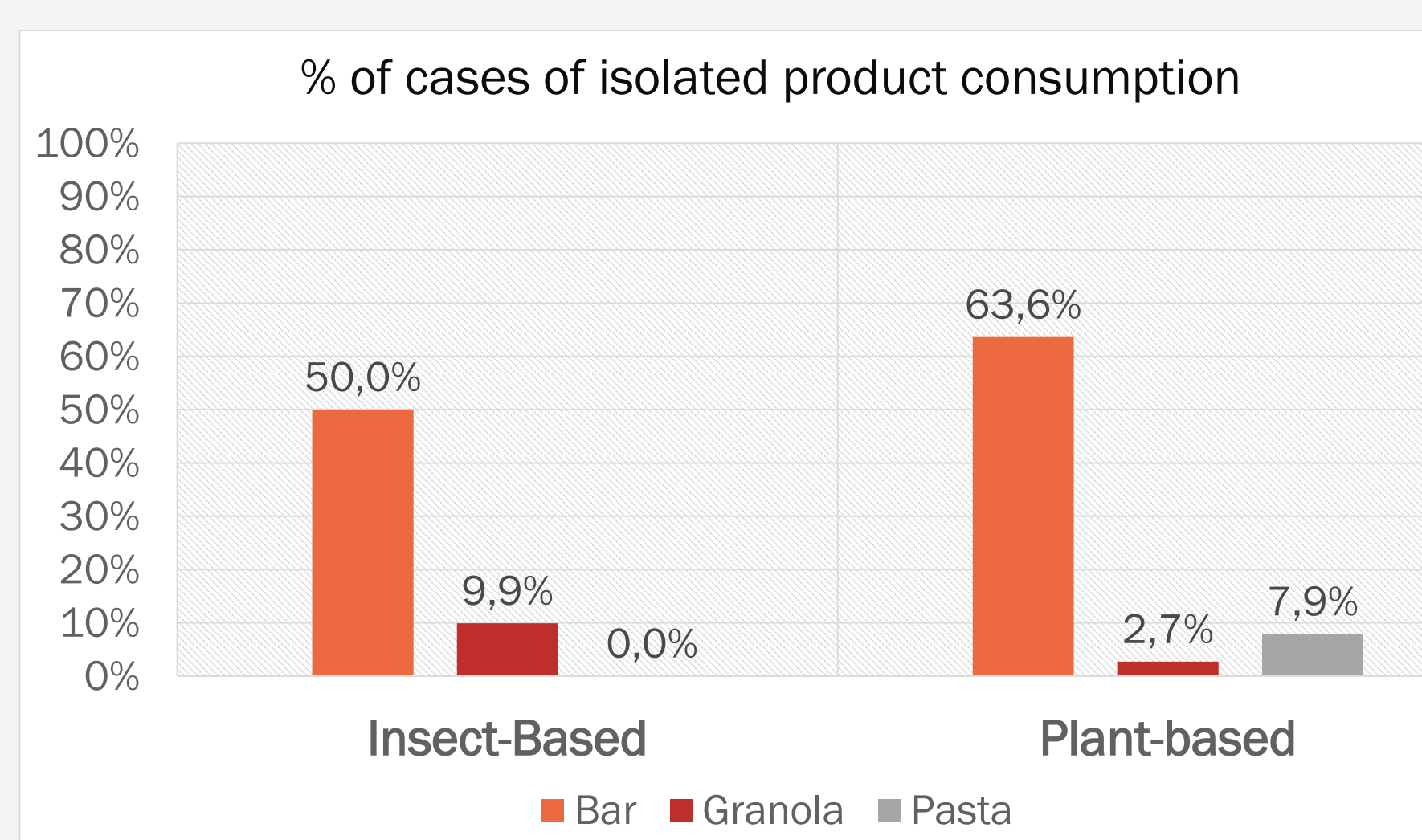


Figure 2: Couple free meals preparation photo records (example, couple 1).



- Practical integration into daily meals (isolated consumption) was significantly lower for the insect-based group.

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