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For me the taste of soy is not a barrier to its consumption. And how about you?

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Abstract

This research investigates the cultural influence on beliefs about and attitudes towards soy foods (French from France vs. Vietnamese from Vietnam) and possible change of beliefs and attitudes and soy consumption habits with a change in cultural environment (French from France vs. French from Vietnam, Vietnamese from Vietnam vs. Vietnamese from France) of French and Vietnamese participants, two countries with very different soy food consumption. Expressed beliefs and attitudes of soy foods resulting from discussions in focus groups, conducted in both countries, were collected and used to derive a questionnaire. French participants differ mainly from Vietnamese participants in questions associated to taste and price of soy foods. Both groups reported positive attitudes towards health benefits of soy foods. With a change in cultural environment, French participants showed a notable change in attitudes related to taste and price of soy foods and in soy consumption habit whereas almost no change was observed in Vietnamese participants. The asymmetry in magnitude of change and cultural differences in components of beliefs and attitudes are discussed.

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