



## Cognitive acceptance mechanisms of discontinuous food innovations: The case of insects in France

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Résumé en anglais	In a context of changing food consumption patterns, discontinuous innovations are a major challenge for the food industry. This article aims to identify the cognitive processes underpinning the acceptance of discontinuous food innovations through the study of classification and encoding mechanisms of mental categorisation. A qualitative study applied to entomophagy explores these mechanisms according to the extent of product processing and their consequences on acceptance by consumers. These results enrich Behavioral Decision Theory and help manufacturers understand the marketing levers that can be used to facilitate acceptance of these innovations.
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