

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Bachelor Thesis

**Sustainability in Consumer's Behaviour
(The case of Vegan Food)**

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Czech University of Life Sciences Prague

Faculty of Economics and Management

BACHELOR THESIS TOPIC

Author of thesis: Bc. LOKWAN CHHANTYAL
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Thesis supervisor: prof. PhDr. Michal Lošťák, Ph.D.
Supervising department: Department of Humanities
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Thesis title: **Sustainability in consumer's behaviour (the case of vegan food)**

Objectives of thesis: The goal of this work is to find out how consumers understand vegan labelled food products. Such understanding has implications for their behaviour. The understanding will be investigated in 3 dimensions: ethical, (social), environmental and economic. It means, the work will demonstrate whether consumers are aware about the impact of vegan foods in terms of sustainability.

Methodology: The thesis will begin with literature review. The review will outline the concept of vegan food (will show vegan food in the context of the society) and will outline the findings from existing literature targeting consumers' behaviour in the case of vegan food. The entire literature review will be framed by the working with the concept of sustainability. The research will utilise questionnaire online survey (will not address representative sample). The survey will provide answers to the questions raised in the goal of the thesis.

The proposed extent of the thesis: 40-50 pages

Keywords: vegan food, consumers, sustainability

Recommended information sources:

1. Gerke, M., Janssen, M., (2017). Vegan Foods: Labelling Practice. ERNAHRUNGS UMSCHAU 64 (3): M139-M145
2. Hirth, S. (2021). Food that Matters: Boundary Work and the Case for Vegan Food Practices. Sociologia Ruralis 61 (1): 234-254
3. Janssen, M., Busch, C., Rodiger, M., Hamm, U. (2017). Motives of consumers following a vegan diet and their attitudes towards animal agriculture. Appetite 105: 643-651
4. Martinelli, E., De Canio, F. (2021). Non-vegan consumers buying vegan food: the moderating role of conformity. British Food Journal. Early Access JUN 2021
5. Miguel, R. (2021). Vegan with Traces of Animal-Derived Ingredients? Improving the Vegan Society's Labelling. Journal of Agricultural & Environmental Ethics 34 (1): article number 1

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

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Bc. LOKWAN CHHANTYAL

Business Administration

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Prague on 15. 03. 2022

Declaration

I declare that I have worked on my bachelor thesis titled "Sustainability in consumer's behaviour (The case of vegan food) " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 13.09.2021

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Sustainability in Consumer's Behaviour

(The case of vegan food)

Abstract

COVID hits us all hard. Now more and more people are being concern towards their safety of health and rethinking how they processed their food. It is also no secret that the Vegan food have been partly dominating the food industry for a while and especially amid the pandemic more people seem to be attracted towards the food labelled as Vegan. But are they aware of impact of the vegan food in term of sustainability?

This work will primarily focus on consumer's behavior towards sustainability. It will demonstrate social, economic, and environmental impact of vegan food and consumer's behavior towards sustainability. The focus of this research is to learn how vegan's food brand value is perceived by customers. The current study is qualitative as well as quantitative in nature. Type of the study was descriptive and based on survey research design. Several tests were performed by using SPSS software to analyze data, which includes the normality test, descriptive analysis, and content analysis was done for open ended questions.

Keywords: Vegan food, Consumers, Sustainability

Udržitelnost v chování spotřebitelů

(Případ veganských potravin)

Abstrakt

COVID nás všechny tvrdě zasáhne. Stále více lidí se nyní zajímá o své zdraví a přehodnocuje způsob zpracování potravin. Není také žádným tajemstvím, že veganské potraviny již nějakou dobu částečně ovládají potravinářský průmysl a zejména v době pandemie se zdá, že stále více lidí přitahují potraviny označené jako veganské. Jsou si však vědomi dopadu veganských potravin z hlediska udržitelnosti?

Tato práce se zaměří především na chování spotřebitelů ve vztahu k udržitelnosti. Ukáže sociální, ekonomický a environmentální dopad veganských potravin a chování spotřebitelů ve vztahu k udržitelnosti. Zaměří se na zjištění, jak zákazníci vnímají hodnotu značky veganských potravin. Tato studie má kvalitativní i kvantitativní charakter. Typ studie byl deskriptivní a vycházel z designu průzkumného výzkumu. K analýze dat bylo provedeno několik testů pomocí softwaru SPSS, které zahrnují test normality, deskriptivní analýzu a u otevřených otázek byla provedena obsahová analýza.

Klíčová slova: Veganské potraviny, Spotřebitelé, Udržitelnost

1 Table of Contents

2	<i>Introduction</i>	10
3	<i>Literature review</i>	12
	Applying the Processes of Change	15
	The vegan diet and lifestyle.....	16
	Individuals following a vegan diet for health and ethical reasons	17
	Vegan Diet in Sports and Exercise.....	18
4	<i>Theoretical Discussion</i>	19
	Research methodology	19
	Research Design.....	20
	Population of the study.....	20
	Sampling technique and size:	20
	Data collection:	20
	Survey Instrument	21
	Questionnaire Arrangements	21
	Data analysis:	21
	4.1. DATA ANALYSIS	22
	Demographic Information of respondents:	23
	Table 4.1.1 Choose your gender	23
	Table 4.1.2 What is your age?	24
	Table 4.1.3 Specify your Ethnic Origin	25
	4.1.4 Education (Highest degree received)	26
	4.2. Normality test:	27
	Descriptive Statistics:	28
	Table 4.2.1 How would you describe your diet?	28
	Table 4.2.2 What is your knowledge level on Vegan Diet?	29
	Table 4.2.3. What is your knowledge on Sustainability?.....	30
	Table 4.2.4. Why did you become a vegan?	31
	Table 4.2.5. Do you believe Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet? Explain your reason.	32
	Table 4.2.6. What kind of barriers do you face to include Vegan/Vegetarian meals into your diet? (You may choose multiple answers)	33
5	<i>Results and discussion</i>	40
6	<i>Conclusion:</i>	42
7	<i>References</i>	43

2 Introduction

This research concentrates on vegan foods (i.e., food that does not contain any animal-derived components) and the reasons why people choose to eat vegan cuisine. This is a critical subject in the perspective of our planet's external factors, such as global warming and climate changes in general. Vegan food is said to be a more sustainable alternatives to food generated by smart farming (i.e., meat and dairy goods), and boosting vegan food intake can help ameliorate these primary issues.

Vegan is the term used to describe people who do not eat meat or any foods that contain animal products or were produced by animals, including butter, honey, eggs, and milk. Veganism was born from vegetarianism, and the push to make the change to become vegan originally began shortly after World War II. Many people see being vegan as more than a dietary choice, but a lifestyle and philosophy that support treating all animals with respect and not using animals as a source of food. Other individuals choose to become vegan because a diet that is rich in vegetables and fiber, and low in fat and cholesterol, can greatly benefit their health (North, et al., 2021).

Vegan seen a significant rise in interest amongst public at large [Castañé, & Antón, 2017; Dinu, et al., 2017) having grown more widespread in the last 15 years, with a higher percentage of the American populations following the diet today than in the past [Radnitz, Beezhold, & DiMatteo, 2015). In context of ecological concerns, the vegan diet offers a clear benefit over an omnivore diet, which has a far larger gas, groundwater, and ecological effects on average. Animal farming accounts for over 18 percent of global carbon emissions, which is more than the total transportation industry [Judge, & Wilson, 2015). Meanwhile, cattle farming currently occupy over 70% of the world's agricultural area, contributing to species extinction, soil depletion, and poor air quality. As a result, to enhance ecological responsibility, restricted diets, mostly vegetarianism and vegan, are becoming increasingly common in Europe and other Western nations. The source, amount, and condition of a kid's or adolescent's diet influences not just their size and length, but also their neuropsychological and intellectual growth. [Judge, & Wilson, 2015).

An organic diet has been shown to lower the risk of chronic illnesses such as overweight, type 2 diabetes, heart disease, and various kinds of cancer in research mostly involving adult

people. Nevertheless, there is no conclusive evidence that a vegan diet adopted as a youngster has long-term health benefits. A vegan diet, on the other hand, may be crucial for young infants due to the danger of insufficient amino amount and quality. Other goal was to investigate the opinions of vegan customers regarding animal agribusiness and animal's welfare. The agricultural economy of many nations is heavily reliant on sales of animal protein; for example, animal goods accounted for 45 percent of overall agrarian sales in the EU in 2014 (Eurostat 2015). Although the number of people who follow a vegan diet is currently modest, it's likely that these people are forerunners of a future direction that more people will follow the emergence of natural foods (Aschemann, Hamm, Naspetti, & Zanolini, 2007) and fair-trade items (Low & Davenport, 2005) are two more dietary trends that began with a limited number of customers.

The goal of this research was to see all vegans reject animal farming in generally, or some vegans support certain kinds of livestock farming. To the best of our knowledge, there have been no actual studies on this topic printed in scholarly publications. The findings of this study might be utilised to help food producers and farmers establish future paths to fulfil customer consumption of animal wellbeing.

3 Literature review

Moral motives, natural environments religious views, cultural difficulties, wellness factors, and even distaste for meat are all described in the literature as reasons that people transition to vegan diet (Rosenfeld, & Burrow, 2017). Whereas most researchers agree that vegetarian food classification is driven by a complicated interaction of motivators rather than a single inspiration trying to act in exclusion (Plante, et al., 2019) recent research Janssen, et al., (2016) shows that mammal intentions (89.7%), individual well-being and/or health intentions (69.3%), and environmentally motives (69.3%) are the 3 most significant drivers (46.8 percent).

While the more stringent vegan diet, which excludes meats, seafood, dairy, and yolks, is growing rapidly, particularly among the younger generation. Even though the vegetarian diet has been linked to several positive health outcomes, there are still questions about the vegan diet's fullness. There are a widespread belief that vegetarian and vegan diets are low in vital macronutrients, magnesium, iron, and vitamins B-12 (Clarys and colleagues, 2014).

Animal-related motivations are not unexpected, considering that vegetarianism promotes ethically dining, aiming to reduce harm to animals by avoiding the use of commodities that have utilised animals at any step of their creation. Many people opt into becoming vegan because they believe it would improve their health (Mendes, 2013). Several investigations, particularly biomedical studies, have shown the nutritious advantages of a plant-based diet. Based on the HEI-2010 (Healthy Eating Index) and MDS, for example, the research described in (Clarys et al., 2014). indicated that the vegetarian diet has the best nutritive value (while the omnivore diet has the worst), across different dietary patterns (Mediterranean Diet Score).

In a related manner, references Castañé, & Antón, (2017) contrasts vegetarian diet to European diets, looking for evidence for the latter's health and the environment benefits. Vegetarian diets have also grown in popularity as a nutritional approach for health maintenance, with studies showing that they cut lipid profile pressure while also decreasing the rates of serious disease (such as cardiovascular disease, type 2 diabetes, and cancer) and death [Dinu, et al., 2017; Heiss, Coffino, & Hormes, 2017].]. Vegan diets that are well designed may be healthy, physically sufficient, and give health advantages in terms of illness management and cure [Dinu, et al., 2017].

Companies have a wonderful chance to respond to customers' needs and enhance vegan food products because of the growing awareness in vegetarianism. New, innovative enterprises or established firms that have extended their product offerings to attract areas who desire vegan goods (Choudhury, et al., 2020). exemplify these enterprises. The sudden rise of two Venture Capital start-ups, further than Meat, Inc. (Los Angeles, CA, USA) and Impossibly hard Foods, Inc. (Redwood, CA, USA), which have utilised advanced new technologies to produce meat substitutes aimed at both vegan and quasi buyers (so-called flexitarians,' as well as the corporate strategy shifts of meatpackers Tyson Foods, Inc. (Springdale, AK, USA) and JBSS.

Out of a commercial standpoint, it's essential to comprehend what vegan's value in their food, or the user's 'pricing structure,' so that solutions may be planned and provided accordingly. The added value defines how a firm intends to give value to its customers (Payne, Frow, & Eggert, 2017) and is thus seen as one of the most critical components of a firm's operations and entrepreneurship identity. Product offerings have developed greatly over time, moving from a one-sided perspective of provider product offerings that were merely supposed to be 'approved' by the customer to a current approach in which the supplier and the customer co-create them (Nenonen, et al., 2020). Relative price, according to this modern definition, is a customer's total judgement of a product's usefulness based on their customer 's perceptions and what is provided (Kaur, et al., 2021). It's not unexpected that it's extremely personal and contextual, with customers weighing diverse aspects of perceived advantages and costs. For example, some customers may be looking for quantity, while others may be looking for excellent quality or ease.

To be competitive, organisations must first discover the service offerings that their customers would enjoy, and then supply what they believe are vital to them (Farah, 2017). A well-crafted marketing plan may considerably improve communications of the product offering to customers, hence increasing the perception of value. Consequently, favourable attitudes and behaviours will emerge, eventually contributing to financial success for the company (Arslanagic-Kalajdzic, & Zabkar, 2015). Despite knowledge for the advantages of a well-designed and presented value offer, there is often a significant gap between consumer and seller product offerings. This might be because organisations seldom use a structured methodology to developing value propositions (Töytäri, & Rajala, 2015).

And there's been a substantial number of studies on why people switch to a vegan or veganism, the results from these studies may not always give appropriate insight for

corporations to base their operations on (Van Loo, Caputo, & Lusk, 2020). As a result, our understanding of the product offering for vegan cuisine remains hazy. Our goal with this paper is to fill up this information gap and educate firms looking to establish appealing service offerings. More particular, we want to look at how customers view the unique selling propositions of vegan cuisine. The study question we're looking to address is: What variables inspire people to eat more vegan food? We will establish the elements of a customer product offering that food providers may aspire to give by clarifying.

There is no indication that a vegetarian diet introduced early in life has long-term health advantages (Müller, 2020). Research on short-term results, such as macro- and vitamin sufficiency, are generally simple to conduct, however investigations on long-term health benefits are significantly more challenging. Vegans are generally more wellbeing, smoked less, are thinner, and physiologically more active (Karcz, & Królak-Olejnik, 2021). There are several variables impacting long-term results and the occurrence of severe illness. Furthermore, although a vegetarian diet is a definite description - it specifies what is omitted from the diet — whatever is consumed may be highly diverse, based on the cultural and financial atmosphere's alternatives.

An organic diet was shown to be advantageous in the decrease of no communicable illnesses such as overweight, 2 diabetes, heart disease, and several kinds of cancer in a comprehensive study with conceptual of epidemiological studies of senior populations (Dinu, et al., 2017). The situation remained whether this impact is related to the avoidance of dairy products or if it is due to a larger consumption of plant foods. Another comprehensive analysis found that regular fruit and vegetable intake reduced the risk of heart attack, strokes, total cancers, and all-cause fatality in a dose-dependent manner (Aune, et al., 2017).

We use a newly established way to gather and interpret information relevant to consumption value by watching the social media site Twitter, instead using standard methods such as performing surveys and questionnaires of different customers. Twitter is a social platform that allows users to connect with one another using messages of up to 280 words, as well as photos and other media. Scholars have been drawn to the system in recent times because of the genuine, huge, and rapidly spreading nature of the data it records (Cooper, et al., 2022). At the same time, Twitter users openly communicate their views and feelings to others, making their tweets a source of uninvited opinion on a variety of subjects.

Why People Choose to Become Vegan

There's a whole variety of reasons why individuals choose to live a vegetarian diet or consume a vegan diet. For others, it is a means of expressing their principles and convictions about the welfare of the animals, as well as a means of actively changing minds. Some may prefer to follow a vegan diet due to the health advantages that such a diet provides. Jennifer McCann (2008), author of *Vegan Lunch Box*, wanted to go vegan not just for oneself and for her kid to enhance his wellness and broaden his dietary options. Inside the era of growing overweight statistics, some individuals opt into becoming vegan to live a healthier life and reduce weight (Noonan, 2009).

A moderate vegan diet may help in the prevention disease in patients with T2d, per research released of the American Dietetic Association in October. When particularly in comparison to a diet consisting of ADA guidance, the vegan diet radically diminished triglycerides, fat, and overloaded fat intake while increasing healthful fibre, beta-carotene, and vitamins K and C intake; [in addition], nearly half of the vegan community lowered, if not removed, their prescription, comparison to only 26% of the ADA collective.

Applying the Processes of Change

Awareness increasing or acquiring new information and advice to sustain a healthy habit, is likely to happen many times during the phases, but mainly during meditation when the person is knowing about what vegetarianism is, what it requires, and how people become vegan. Being vegan requires a lot of self-reflection. This whenever a person realises that going vegan is like a fleeting trend or thought; it has become a vital aspect of his or her own identity (Glanz et al., 2002). Helping connections are often crucial in preserving improvements in a person's life.

Jennifer McCann (2008), writer of *Vegan Lunch Box*, utilised an anonymous comment to gather welfare help for her choice to have her kid eat a vegan diet, as well as suggestions for lunches. She was surrounded by a bit of help that assisted her in incorporating healthy habits into her and her child's lives (McCann). The knowledge that community is evolving in the favor of good conduct is known as social emancipation. This is incredibly useful for someone who wants into becoming vegan. More social clubs are dedicated to spreading knowledge about veganism, which has resulted in more vegan options in eateries, which may

help people stick to their diet in a variety of social contexts (Brinthaup & Lipka, 1994). The capacity to remain on a person's journey to health by being vegan is influenced by all transformation.

A vegan diet seems to be beneficial for enhancing preventive minerals and phytonutrients while reducing dietary variables linked to a variety of chronic illnesses. Various plants dietary classes were graded for their metabolism epidemiological data for affecting chronic illness decrease in a recent study (Stroehle, et al., 2006). Craig (2009),

As the topics proceeded on their vegan diets, the authors measured lowering densities of the inflammatory markers faecal lipocalin-2 (Lcn-2) and deduced that the vegan diet directly reduced the inhabitants of pendants. light gray, promoting healing and contributing to the vegan subjects' enhanced glucose tolerance and lipogenesis (Kim, et al., 2013).

Risk for dropping rates, on the other hand, are a problem in trials in which participants are forced to eat a vegan or even plant-based diet. As a result, a client's individual preferences and cultural customs may need to be considered when determining if a vegan diet is the best option for nutritional support treatment (Khazrai, et al. 2014).

The vegan diet and lifestyle

The vegan diet and lifestyle protein content is ensured by a mix of beans and grains. Food supply developments have revolutionized the development of plant-based foods that are comparable to animal-based meals, such as the usage of soy and its variants, allowing for appropriate protein consumption that would otherwise be absent. Extensive research has attempted to determine if a vegan diet can give an appropriate protein consumption, with the majority claiming that the median protein intake was 13–14 percent of daily calorie intake, which is considered acceptable by the American Guidelines (Marrone, et al. 2021).

Alles et al.2017 studied data from the "Nutrinet-Sante Study" and found that 27% of vegetarians do not consume 10% of their daily protein consumption, calling into doubt the sufficiency of dietary proteins in vegans (Alles et al.2017). As a result, the argument over proteins consumption sufficiency remains unresolved.

Individuals following a vegan diet for health and ethical reasons

The stated physical benefits of a vegan diet are one cause of increasing attention. Much research has been conducted on the nutritious condition of vegans (Craig, 2009).

Vegan diets had a median bodyweight (BMI) of 23.6 in past research, contrasted to nonvegans who had an aggregate BMI of 28.8 (Tonstad, Butler, Yan, & Fraser, 2009); a BMI of 22.5 to 25 is added and the solution (Mahan & Escott-Stump, 1999). Vegans have lower blood sugar and heart rate (Pettersen, Anousheh, Fan, Jaceldo-Siegl, & Fraser, 2012), as well as a decreased risk of stroke (Spencer, Appleby, Davey, & Key, 2003) and diabetic (Pettersen, Anousheh, Fan, Jaceldo-Siegl, & Fraser, 2012). (Tonstad, Stewart et al., 2013). Colon, stomach (Key, Appleby, Spencer, Travis, Allen et al., 2009), female (Tantamango-Bartley, Jaceldo-Siegl, Fan, & Fraser, 2013), and prostate (Fraser, 1999) cancers may all be reduced by following a vegan or veganism. Vegans had a quarter of the risk of diverticular illness as omnivores (Crowe, Appleby, Allen, & Key, 2011), and a tenth of the risk of hyperthyroidism (Crowe, Appleby, Allen, & Key, 2011). (Tonstad, Nathan, Oda, & Fraser, 2013).

In the greatest research of the medical complications of dietary changes, the Adventist Study 2 (Orlich et al., 2013), vegans had a 15% lower total mortality rate, which neared statistically significant difference. However, there was no evolutionary benefit for vegans in other research with finer granularity (e.g., Key, Appleby, Spencer, Travis, Roddam et al., 2009). Whereas the vegetarian diet has yet to be linked to significant morbidity, it is apparent that people who follow it may expect significant health advantages.

Vegan diets include a wide range of foods that aren't necessarily healthy. Fruits, veggies, beans, nuts, soybeans, good fats, and whole wheat are examples of foods that have been shown to provide health benefits. Wheat meals heavy in glucose, salt, and harmful fats, on the other hand, may be vegetarian. This begs the issue as to whether the medical benefits of a vegan diet stem from just eliminating animal protein or from a broader regard for one's health which involves food healthy meals and participating in other wellbeing activities. In fact, if eating a vegan diet is associated to overall better habits, these aspects should be examined and taken into consideration in future research (Radnitz, Beezhold, & DiMatteo, 2015).

Vegan Diet in Sports and Exercise

Fiona Oakes (ultra-marathon running, set her 4th record holder in 2018); Scott Jurek (super-duper running, had also set lots of records such as the fastest lap for having completed the Mountains Trails of roughly 2,200 yards in 46 days, 8 hours, 7 minutes in 2015); Rich Roll (five-time Ultimate Endurance race distance runner); or Gerlinde Derivatives (super-duper running, set her 4th record holder in 2018). (The most successful female mountaineer in the world, has climbed all 14 eight-thousanders without supplementary oxygen or the help of porters) (Wirnitzer, 2020).

The Vegan Diet is the Baseline for a Player's Fitness and Athletic Success. Diet, in addition to but more essential than physical activity, is widely agreed to be the fundamental basis for health and is therefore very significant to an athlete's health. To treat health concerns, instead of concentrating on foods or minerals, integrated dietary patterns and whole lives must be handled [Wirnitzer, 2018].

Dietary must provide the person with all essential nutrients, maintain physically and mentally dynamic performances, reduces the chance of serious diseases, and improve wellness (Leitzmann, 2018). Present dietary habits, on the other hand, are known to produce carbohydrate restriction chronic illnesses and mortality. Diet, among other lifestyle variables like physical activity, plays an important role in the evolution of some illnesses, according to a rising number of proofs research (Wirnitzer, 2018).

Based on my two years of service with energised new and seasoned athletes and instructing them on how to sustainable way swap to and preserve (if not lifetime adhesion to) a better and healthier athletic vegan extremely unbalanced dietary behaviour, and/or energy limitation, even athletics malnutrition, is a regular practice in relation to BW strategy to reduce and keep a player's weight under control. The monitored athletes, on the other hand, responded favourably to context details and the implementation of a vegetarian diet without dieting, not least even though vegan processed foods, and items (athletic multivitamins of focused fertilisers) are accessible from various brands and flavours. (Wirnitzer, 2020).

These have been shown to improve nutritional tactics in pre-race, in-race, and post-race situations, such as improving racing efficiency, supporting and/or accelerating refuelling and recuperation (e.g., during stage races), and even preventing or reducing induced gastric pain and frustration. Players also want to prevent illness-related pauses and disruptions in training, as well as skipping major races throughout the seasons. The health

benefits of physical vegan diet might help you avoid taking time off work due to illness (Wirnitzer, 2020).

4 Theoretical Discussion

Consumer-perceived value, on the other hand, relates to how the consumer views the provider and their products. However, a corporation cannot completely influence consumer perceptions of value, promotional strategies may have an impact. This is because a well-designed sales promotion may help buyers better understanding value offers.

Whenever the presentation of a business model is better, the consumer perceives the value to be higher. Therefore, good attitudes and behaviours will emerge, as well as economic rewards for the company Cooper, 2022).

Research question:

1. What is importance of vegans in human health?
2. Why did people become a vegan?
3. Do vegans care about animals?
4. Which barriers they face o become vegan?
5. Does Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet?

Research objectives

The main objective of this research was to find out:

- Either Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet
- Importance of vegans in human health
- Obstacle's people face to become vegan
- Either vegans care about animals
- Advantages of vegan food

Research methodology

In this chapter I am discussing the methodology of my research. Methodology is the way through which we conduct our study. A research method is a systematic plan for conducting

research. Researchers draw on a variety of both qualitative and quantitative research methods, including, survey research (both open ended and close ended questions) and secondary data. Present study is aimed to find out the “Sustainability in consumer’s behaviour (the case of vegan food). Following section describe the methodology to achieve the intended objectives of the study.

Research Design

The current study is qualitative as well as quantitative in nature. Type of the study was descriptive, and it based on survey research design. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject (Bhat, 2019).

Population of the study

Population is the group of people on which results of the study are generalized. Target population is the group of people from United States from which the sample might be drawn.

Sampling technique and size:

Sampling techniques was used, with vegan food eaten chosen that has get advantage from vegan food. Semi-structured questionnaire was conducted. Google spread sheet was used to spread questionnaire.

Data collection:

The description, evaluation, and comparison methodologies were employed to complete the suggested research, and they have been critically assessed based on the study's needs. In addition, the research intends to leverage current data on the topics at hand, mostly from independent sources. After gathering information from secondary sources such as books, Wikipedia, Encyclopaedia magazine, and the internet, a critical examination of the topics was conducted. This study used both primary and secondary datasets to acquire information. The investigation was including discussions, essays, magazines, books, and reviews.

Survey Instrument

The Questionnaire is the most common and the ever way to gather and know about demographic information, feelings, and views of a given community (Graziano, et al., 2021). Since the 1960s, the usage of a computer survey has gradually evolved, evolving from people being invited to a single site to participate where they remained at a computer screen and answered to survey questions to the present, when anyone may do the survey at their leisure (Hayslett& Wildemuth, 2004). This electronic media shift has significantly strengthened and altered the way investigators acquire their results. Web-based survey results, for example, are gathered shortly after the survey is disseminated, and changes may be delivered and monitored simply inside the web-based entity at a lower cost than the sheet format.

Other advantages of a web-based survey format include the researcher's ability to quickly obtain digital data for evaluation with accurate data accuracy (Gosling, Vazire, Srivastava, 2004).

Questionnaire Arrangements

The title of the research was Sustainability in consumer's behavior (the case of vegan food). Please (see Appendix A). The survey consisted of three sections: SECTION A - Demographic and Context Information; SECTION-B consists of 6 close ended-questions SECTION C- consists of 2 open ended-questions

The study's second section asked for individual matters for being vegan why and how matters, designed close ended questions (see appendix).

The study's third section included customer views and asked open-ended queries, taped the discussion, and told the responders they might provide justifications. To acquire a more complete view of motives, an open-ended framework for examining them was used.

Data analysis:

This research was completed by using content analysis for open ended questions and descriptive statistics for close ended questions. The study of subject area and communications for secondary data, such as newspapers texts, books, chapters, essays, conferences, discussions, articles, historical records, speeches, images, audio, and video, is known as literature review. It detects the existence of a single word or phrase, as well as the themes and ideas that surround it. It pays attention to the pattern. It is the research into

analysing. Descriptive study will be used to gather data using gender lenses. Contents analysis is the process of interpreting what is included (content) in a communication.

Inductive and deductive coding are both possible. It is the strategy used by research analysts who have a certain set of interests or who are working with a specific set of data (Palys & Atchison, 2014). Deductive coding is the act of using those specific or pre-defined interests to discover "relevant" passages, phrases, photos, sceneries, and other parts of a text to generate a collection of preliminary codes (often referred to as descriptive coding). Because of this procedure, the analyst goes on to expand on these early codes, creating significant distinctions within each coding region (known as interpretative coding). When several connections become apparent, an analyst may use pattern coding to organise them. Assume you're investigating at-risk behaviours in children and discover that different behaviours have different attributes and meanings depending on the social setting (e.g., family, work). situation (Palys & Atchison, 2014). While for survey collected from the study, descriptive statistics were utilised to answer pertinent research issues using the Statistical Package for Social Sciences (SPSS version 22).

Inductive coding, on the other hand, begins with the discovery of broad themes and ideas as the researcher works through the data. Because multiple analyses are likely to be required, Palys and Atchison (2014) refer to this technique as open coding. Open coding is defined as follows by Palys and Atchison (2014): It's likely that when you go through your transcripts, you'll see some commonalities between the different categories or subjects you've jotted down (Saylor Academy, 2012). In the process of open coding, the researcher may either extend on a category by developing finer, and then even finer, distinctions, or start with a very specific descriptive category that is later collapsed into another category (Palys & Atchison, 2014). The generation and improvement of codes is triggered because of the information under examination.

4.1. DATA ANALYSIS

Introduction

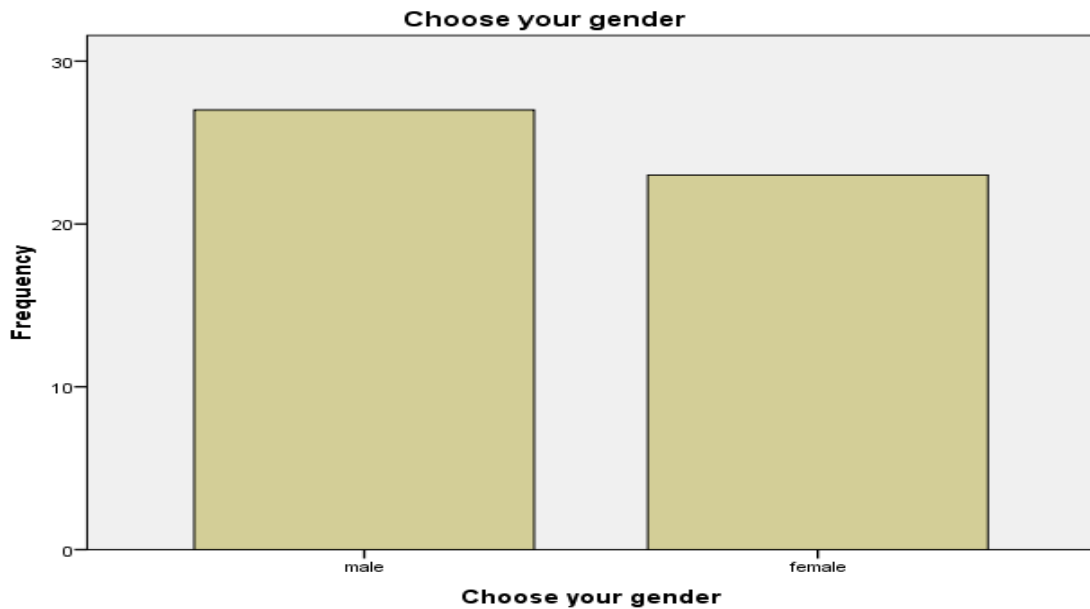
Data analysis was done in this chapter. Several tests were performed by using SPSS software to analyze data, which includes the normality test, descriptive analysis, and content analysis was done for open ended questions.

Demographic Information of respondents:

The demographic detail of respondents is presented in this section.

Table 4.1.1 Choose your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	27	54.0	54.0	54.0
	female	23	46.0	46.0	100.0
Total		50	100.0	100.0	



The gender of the survey participants is shown in Table 4.1.1 Male filled up 54% of the total survey, while female made up 46 percent.

Table 4.1.2 What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	30	60.0	60.0	60.0
	30-39	12	24.0	24.0	84.0
	40-49	5	10.0	10.0	94.0
	50+	3	6.0	6.0	100.0
Total		50	100.0	100.0	

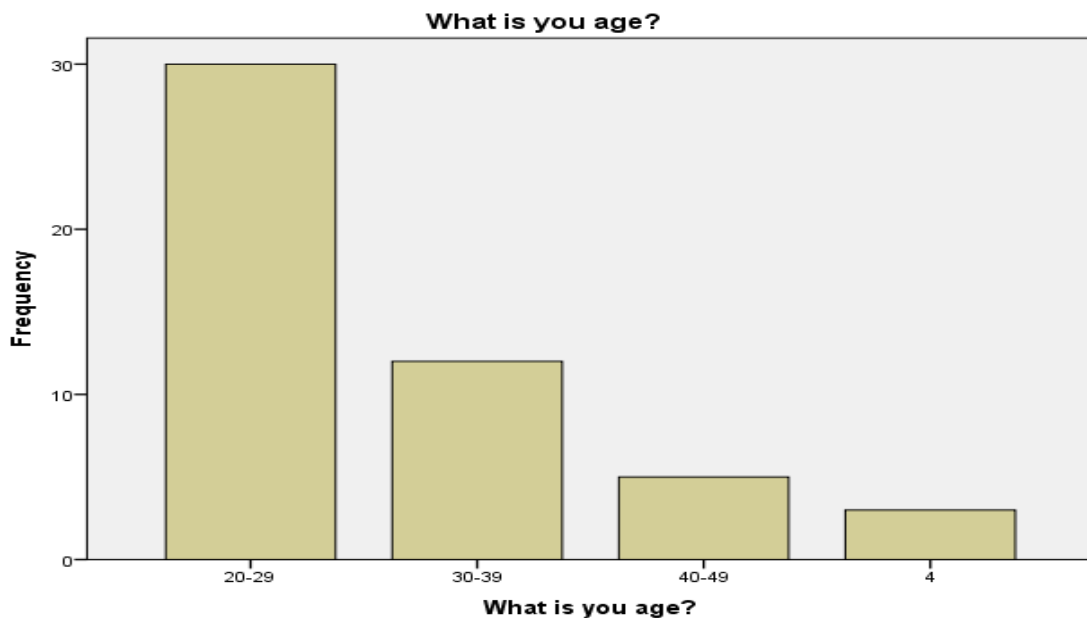


Table 4.1.2 demonstrates the age of the sample respondents 60 % were 20-29 years, 24% were 30-39 years, 10% were 40-49 years and 6% were more than 50 years. So, we concluded that maximum number of respondents were 20-29 years as 60 %.

Table 4.1.3 Specify your Ethnic Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	21	42.0	42.9	42.9
	Hispanic Or Latino	3	6.0	6.1	49.0
	Black Or African American	2	4.0	4.1	53.1
	Asian Or Pacific Islander	22	44.0	44.9	98.0
	South Asian	1	2.0	2.0	100.0
	Total	49	98.0	100.0	
Missing	System	1	2.0		
Total		50	100.0		

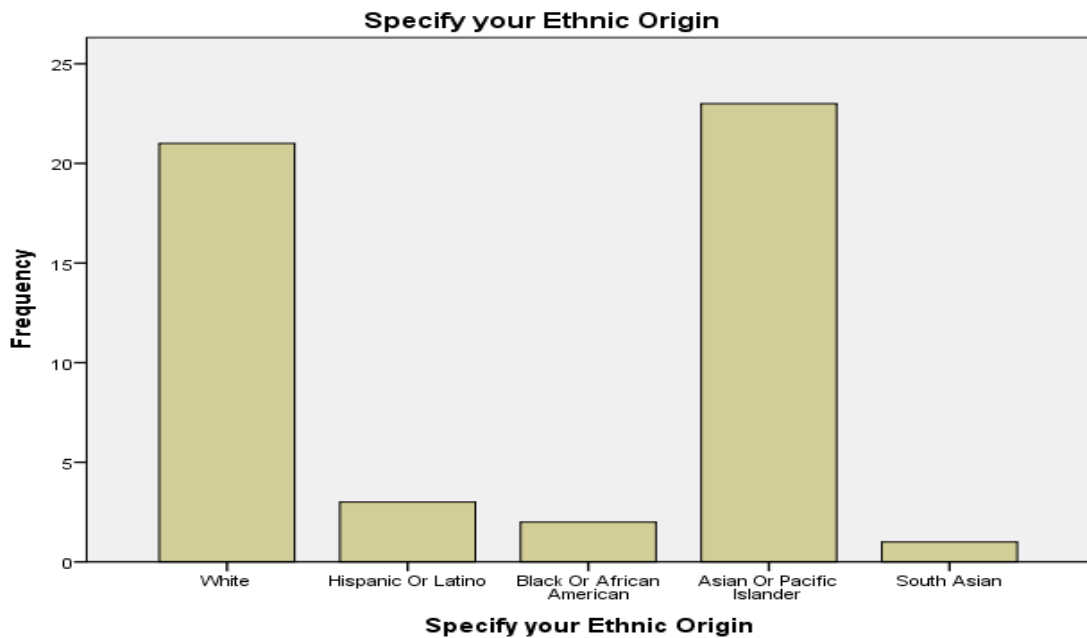
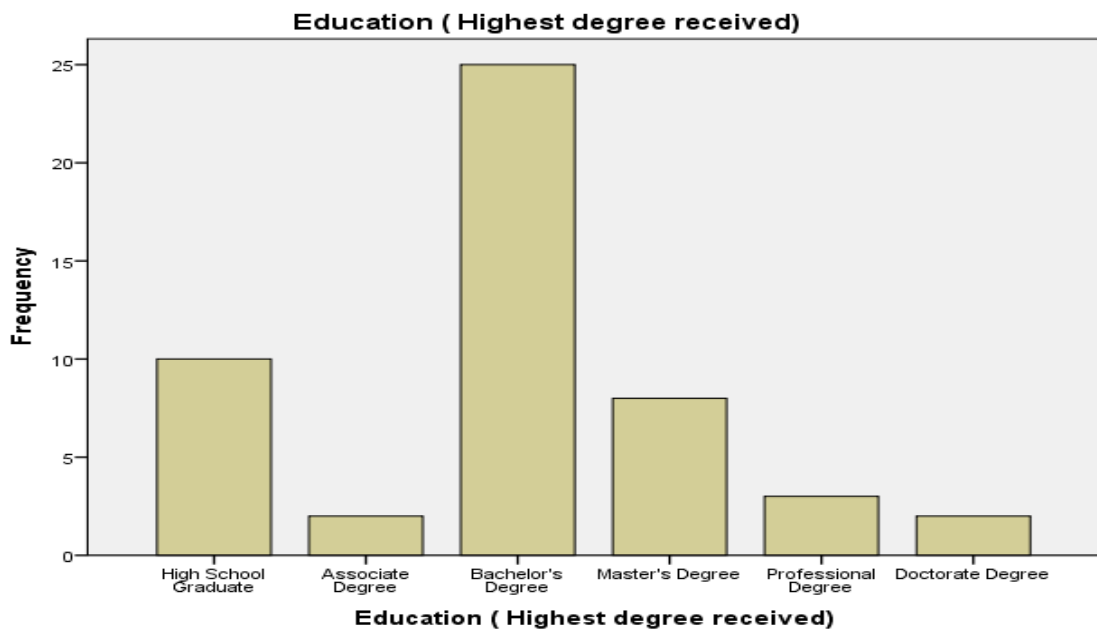


Table 4.1.3 shows that the majority of the sampled were (Asian or Pacific Islander were 44%, while 42 percent were White and remaining were in very low number.

4.1.4 Education (Highest degree received)

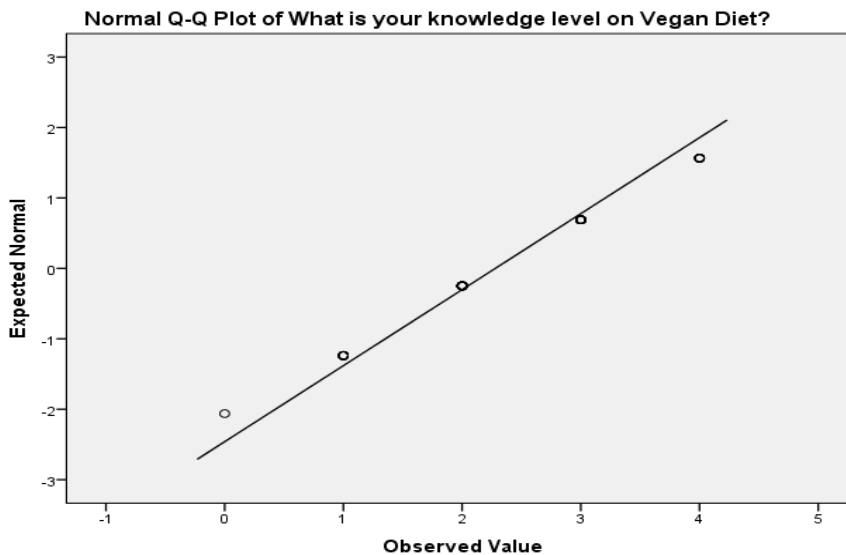
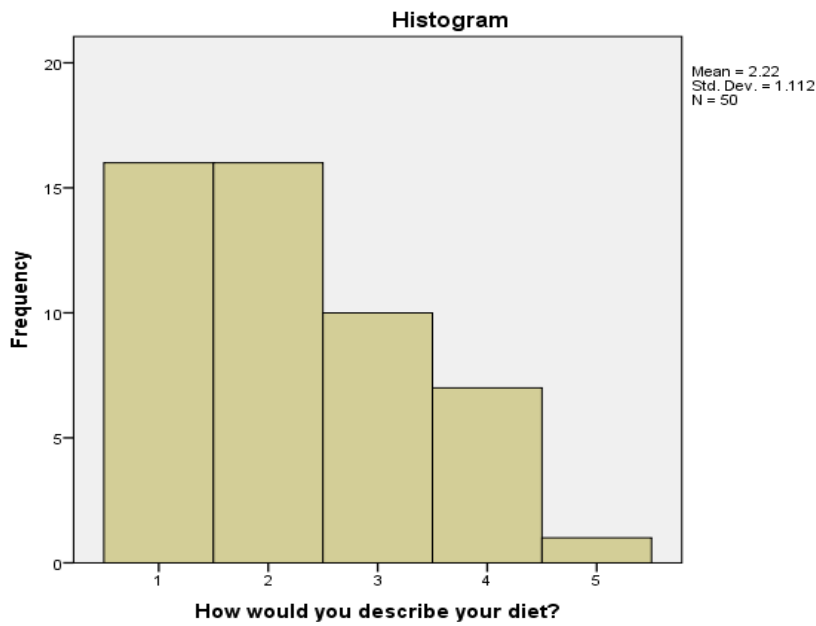
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Graduate	10	20.0	20.0	20.0
	Associate Degree	2	4.0	4.0	24.0
	Bachelor's Degree	25	50.0	50.0	74.0
	Master's Degree	8	16.0	16.0	90.0
	Professional Degree	3	6.0	6.0	96.0
	Doctorate Degree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	



According to Table 4.1.4, most respondents (50%) have a bachelor's degree, 16% have master's degree, 6.0 percent have a Professional Degree, and 4 percent have a P. HD and 4 percent have Associate Degree.

4.2. Normality test:

Normality test was done to identify that which test will apply for collected data. If the normality tests result showed that the samples are normally distributed and no outlier present in sample, then we will use parametric techniques but if data will not normally distribute any outlier present in data, then nonparametric techniques will be used.



Histogram: These histograms are showing that there is no outlier so that we can use parametric test.

Descriptive Statistics:

In descriptive statistics, there are things like percentage and frequency for ordinal or nominal data and things like means, medians, and standard deviations for continuous or scale data. Percentages can be used to show how many people in a survey fit a certain frequency. They can also be used to show how many people in a sample fit a certain frequency (according to APA 6th ed. standards). In this analysis, we will use frequencies and percentages because our data is ordinal and nominal, so we need to do that.

Table 4.2.1 How would you describe your diet?

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Meat Eater	16	32.0	32.0	32.0
	Meat-Reducer (Cutting down on Meat)	16	32.0	32.0	64.0
	Vegan	10	20.0	20.0	84.0
	Vegetarian	7	14.0	14.0	98.0
	No egg	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

In table 4.2.1 we asked a question as How would you describe your diet? We found that only 20% was vegan people and 32% was meat eater and other 32% was trying to reduce meat from their food, means they were going to vegetables. While 14% was vegetarian and 2% which did not like eggs so we can say vegan people are increasing in number.

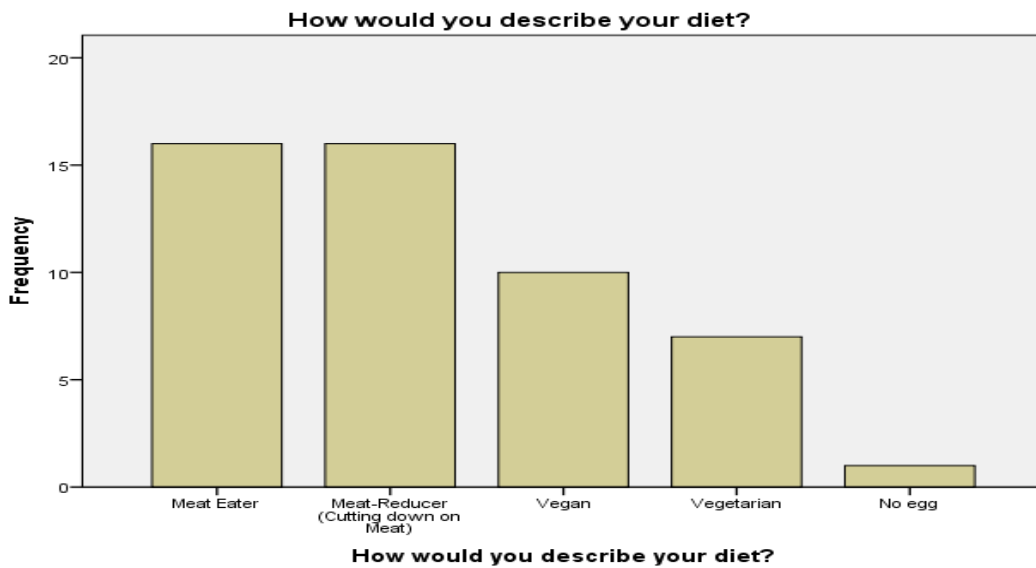


Table 4.2.2 What is your knowledge level on Vegan Diet?

			Valid	Cumulative
		Frequency	Percent	Percent
Valid	Nothing	1	2.0	2.0
	Very Little	8	16.0	18.0
	Moderate Amount	22	44.0	62.0
	Quite a lot	14	28.0	90.0
	A lot	5	10.0	100.0
	Total	50	100.0	100.0

In table 4.2.1 we asked a question as How would you describe your diet? We found that only 20% was vegan people and 32% was meat eater and other 32% was trying to reduce meat from their food, means they were going to vegetables. While 14% was vegetarian and 2% which did not like eggs so we can say vegan people are increasing in number.

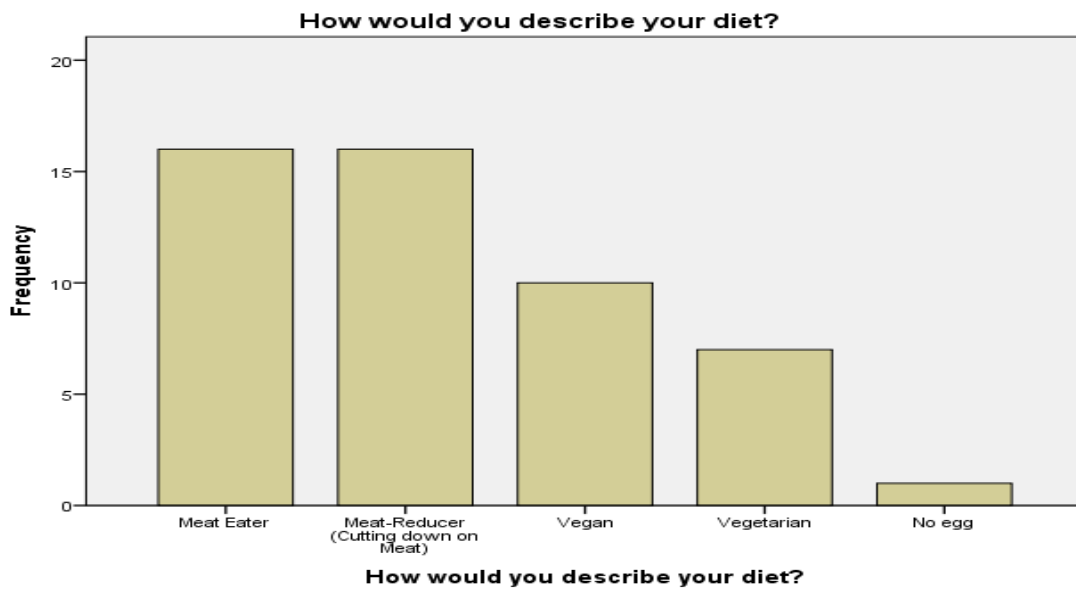


Table 4.2.3. What is your knowledge on Sustainability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	1	2.0	2.0	2.0
	Very Little	5	10.0	10.0	12.0
	Moderate Amount	23	46.0	46.0	58.0
	Quite a lot	17	34.0	34.0	92.0
	A lot	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

In table 4.2.3 we asked a question as What is your knowledge on Sustainability? We found almost same answer as in knowledge of respondents regarding vegan food as maximum number of response (46%) shows to have moderate knowledge on Sustainability of vegan food. While 34% have quite lot knowledge and 10% have little and 8% have a lot of knowledge and only 2% have no knowledge on Sustainability. So, we can say educated people have enough knowledge to become vegan.



Table 4.2.4. Why did you become a vegan?

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Health	4	8.0	8.0	8.0
	Environment	5	10.0	10.0	18.0
	Animal Welfare	4	8.0	8.0	26.0
	Food Preferences	2	4.0	4.0	30.0
	I'm not vegan	31	62.0	62.0	92.0
	Consciousness	2	4.0	4.0	96.0
	Culture Influence	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

In table 4.2.4 we asked: why you became a vegan? And found that maximum respondents 62% said I'm not vegan, 10% due to environment, 8% animal welfare, 8% health issues and remaining points were at minor level.



Table 4.2.5. Do you believe Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet? Explain your reason.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	58.0	58.0	58.0
	No	21	42.0	42.0	100.0
Total		50	100.0	100.0	

In table 4.2.5 we asked: Do you believe Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet? And found 58% say yes and 42% say no so we can say vegan diet is somehow healthier than non-vegan diet.

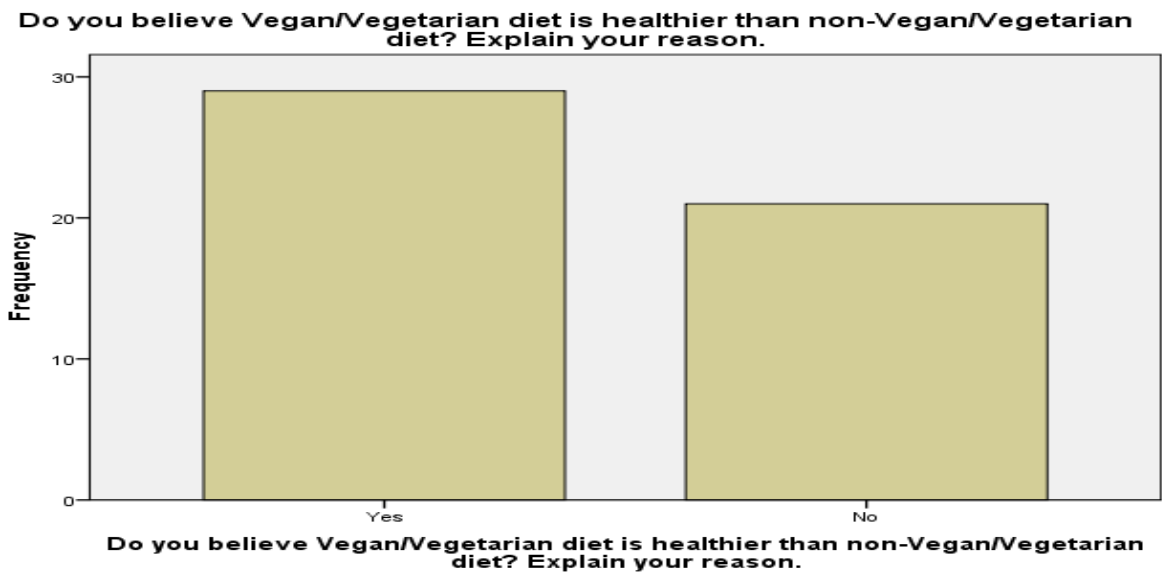
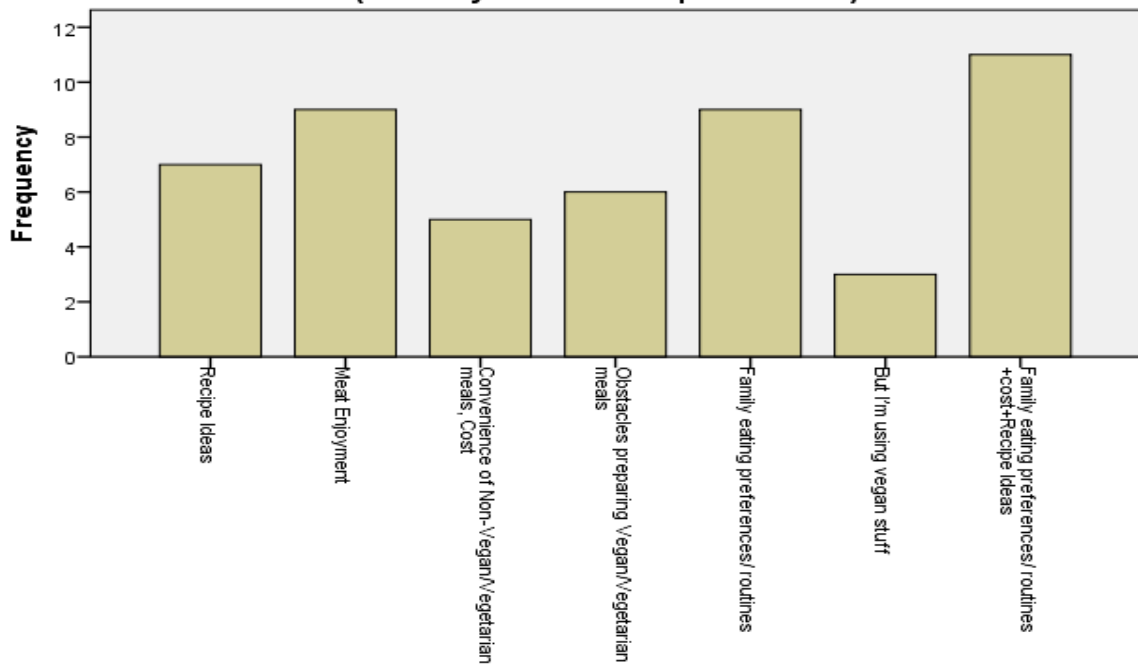


Table 4.2.6. What kind of barriers do you face to include Vegan/Vegetarian meals into your diet? (You may choose multiple answers)

			Valid	Cumulative
			Frequency	Percent
Valid Recipe Ideas	7	14.0	14.0	14.0
Meat Enjoyment	9	18.0	18.0	32.0
Convenience of Non-Vegan/Vegetarian meals, Cost	5	10.0	10.0	42.0
Obstacles preparing Vegan/Vegetarian meals	6	12.0	12.0	54.0
Family eating preferences/ routines	9	18.0	18.0	72.0
But I'm using vegan stuff	3	6.0	6.0	78.0
Family eating preferences/ routines +cost+Recipe Ideas	11	22.0	22.0	100.0
Total	50	100.0	100.0	

In table 4.2.6: What kind of barriers do you face to include Vegan/Vegetarian meals into your diet? (You may choose multiple answers) and found that 22% people give multiple response as they stated Family eating preferences/ routines + cost + Recipe Ideas are major barrier for them to adopt vegan food. While 18% respondents enjoy meat and 18% follow family preferences, 12% face obstacles in preparing separate food. Remaining were at minor level.

What kind of barriers do you face to include Vegan/Vegetarian meals into your diet? (You may choose multiple answers)



What kind of barriers do you face to include Vegan/Vegetarian meals into yo...

Descriptive Statistics

			Std.		
	N	Minimum	Maximum	Mean	Deviation
How would you describe your diet?	501	5	2.22	1.112	
What is your knowledge level on Vegan Diet?	500	4	2.28	.927	
What is your knowledge on Sustainability?	500	4	2.36	.851	
Why did you become a vegan?	501	7	4.30	1.515	
Do you believe Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet? Explain your reason.	501	2	1.42	.499	
Valid N (listwise)	50				

When comparing two quantities, standard deviation indicates how far apart they are on mean from one another. That is, the way data is distributed around the mean. Having a low standard deviation implies that the data points have a strong tendency to be near to the mean of the collected data, while having a high standard deviation suggests that the data sets are spread out across a larger set of variables.

When we see question one (How would you describe your diet?), the mean is 2.22 and low standard deviation 1.112 which are almost close to each other so we can say data have a strong tendency to be near to the mean.

While in question two, (what is your knowledge level on Vegan Diet?) the mean is 2.28 and standard deviation .927 which are far away to each other we can say data have a strong tendency to be near to the mean. Similarly in all other questions data have very low standard deviation we can say data have a strong tendency to be near to the mean.

Sr.no	How does vegan get enough vitamins and nutrients?	What is your philosophy on Food?
1.	By taking vegan supplements rich with vitamins and nutrients	Food is a basic need.
2.	By eating diversified variation of food	
3.	Vegetables	
4.	Balanced Vegan diet	Eat what makes you not only healthy but also happy.
5.	From vegetable and fruits	Enjoyably eat
6.	With edibles and Vitamins	Artistic, healthy, identity reflecting, affordable.
7.	Balanced diet, additional supplements	Eat vegetation food with meat sometimes
8.	I don't know	
9.	Dal bhat tarkari	Listen to your body
10.	Supplements	Enjoy
11.	Fruits and vegetables	If man massacre animals they will kill each other indeed who sown the seeds of murder and pain cannot reap the joy of love.
12.	No idea	You are what you eat!
13.	Greens, fruits, and vegetables	Eat what make you healthy
14.	From vegetables and salad	Go green
15.	There are different vegetables and fruits which can fulfil my need of vitamins	I don't like to eat meat, or I don't want to punish animals or kill them.
16.	I'm not vegan	
17.	Yes, from nuts, vegetables, and fruits	Due to welfare of animals
18.	Green, leaves, vegetables, seeds and nuts, fruits, tahini, flour etc	I like honey and other things made by animal eg eggs and dairy products
19.	I don't think so they can get enough nutrients	I respect animals and don't want to kill them
20.	millions of greens vegetables and plant-based products	It made my day and my body started dislike fastfood
21.		Everything should be eaten, and meat is also good for health

22.	they don't, they will always lack essential nutrients of animal origin	vegan is healthy, sustainable, and good for planet earth
23.	They eat healthy enough vegetables atc. and most of them do Yoga. And they used to have healthy lifestyle I think	a balanced diet is the best approach. everything in moderation
24.	By consuming fruits in vegetables	
25.	Vegetables and fruits all full of vitamins and nutrition	When I started using more green vegetables day by day.
26.	probably from legumes, seeds and supplements (in pills etc.)	Anything you eat to maintain life and growth
27.	Take supplements	I love any kind of food
28.	Supplements	I think that anyone is allowed to eat whatever they want, even if it's considered healthy or not by others. I try to eat as healthy as I can, the way I see "healthy foods". Also, I don't limit myself very much and I allow myself to also eat junk food, sugars etc. when I'm craving. I am also trying to cut off meat, so for now I'm eating less and less because I think a vegetarian diet is really not hard to succeed and it's most sustainable for the environment and health. But, in the same time, I am pro for the local meat and dairy industries which I don't think pollute that much and actually produce qualitative food, not like the big markets do.
29.	Vegetable and fruit	Try not to eat processed foods and make my own meals or choose restaurants that have my same values.
30.	Vegans are tending to be lack of vitamin b12 need to get from supplements. Otherwise, all the	Eat what you love.

	vitamins or nutrition can get from plants	
31.	This is a myth that vegans cannot get all nutrients	Pleasure
32.	They don't.	Eat balance, Less meat, No dairy, No pork
33.	I'm not vegan so not completely sure to be honest	The smarter the animal is the more I try not to eat it.
34.	Well, beans carry more nutrients than meat, I am by birth vegetarian and have no defects on my body.	Eat how your you feel.
35.	I take vita in b12. The rest is already everything in my food	It's all about balance!
36.	I think they get enough vitamins and nutrients through different vegetables sprout and fruits	Food brings good mood.
37.	Supplements and certain food like lentils and stuff.	No junk food
38.	By using supplements	Makes you even happier when sustainable!
39.	By taking vegan supplements rich with vitamins and nutrients	Eat with moderation
40.	By eating diversified variation of food	health & balance. no extremes.
41.	Vegetables	Food is a basic need.
42.	Balanced Vegan diet	
43.	From vegetable and fruits	
44.	With edibles and Vitamins	Eat what makes you not only healthy but also happy.
45.	Balanced diet, additional supplements	Enjoyably eat
46.	I don't know	Artistic, healthy, identity reflecting, affordable.
47.	Dal bhat tarkari	Eat vegetation food with meat sometimes
48.	Supplements	Listen to your body
49.	Fruits and vegetables	Enjoy
50.	No idea	If man massacre animals, they will kill each other indeed who sown the

		seeds of murder and pain cannot reap the joy of love.
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In open-ended questions we asked two questions as:

1: How does vegan get enough vitamins and nutrients?

I found they get enough vitamins and nutrients from Supplements, Vegetables and fruits all full of vitamins and nutrition and Someone says they are not vegan therefore they have no idea.

2: What is your philosophy on Food?

Mostly respond they Eat what makes them not only healthy but also happy. Someone says I don't like to eat meat, or I don't want to punish animals or kill them, and vegan is healthy, sustainable, and good for planet earth and most authentic response I found is I think that anyone is allowed to eat whatever they want, even if it's considered healthy or not by others. I try to eat as healthy as I can, the way I see "healthy foods". Also, I don't limit myself very much and I allow myself to also eat junk food, sugars etc. when I'm craving. I am also trying to cut off meat, so for now I'm eating less and less because I think a vegetarian diet is not hard to succeed and it's most sustainable for the environment and health. But, at the same time, I am pro for the local meat and dairy industries which I don't think pollute that much and produce qualitative food, not like the big markets do.

5 Results and discussion

Our findings have shown a correlation between vegetarian's foods and health status, or conceptions of a good "lifestyle" in specific. Prior research (Harrington, et al., 2018). on consumer preconceived notions of vegetable meals and the premised-on culture placing of veganism foods contended that it is often hard to properly delineate separate interpretations for people adopting vegan diets because this buying behaviour sits at the intersection of a diverse array of worries, along with (but not limited to) general health, the environment, and animal's rescue. It's also possible that it's connected to other types of diets or habits, such as organic and gluten-free, as aforementioned.

Surprisingly, as our study demonstrates, purchasers of vegetarian meals place a high value on non-food products as we found in table 4.2.5, we asked: Do you believe Vegan/Vegetarian diet is healthier than non-Vegan/Vegetarian diet? And found 58% say yes and 42% say no so we can say vegan diet is somehow healthier than non-vegan diet. Makeup has been a heated topic of conversation among fresh produce consumers because of its relation to the ethical and personal changes of vegan food consumers. This study reveals that moral norms are likely to have a role in the large number of products offers associated with vegan food, which is a considered requirement that cuts across consumers' opinions on various brand lines.

In current history, eating preferences and behaviours have significantly changed. In the past 20 years, ecological awareness has increased considerably, culminating in concerns that have affected buying decisions. With several nutrition decisions taken in exciting everyday scenarios, it's not surprising that any of these decisions that are made on the spur of the moment, habitually, and without thought, while some are taken after serious deliberation [Malek, et al., 2019).

Food factors, sociocultural restrictions, spatial cognitive factors, physiology, and genetics on personality characteristics have all been linked to dietary preferences. The triple A factors (cost, accessibility, and supply) may have a considerable impact on diet preferences (Slade, 2018) and we approve this research right as shown in table 4.2.6: What kind of barriers do you face to include Vegan/Vegetarian meals into your diet? (You may choose multiple answers) and found that 22% people give multiple response as they stated Family eating

preferences/ routines + cost + Recipe Ideas are major barrier for them to adopt vegan food. While 18% respondents enjoy meat and 18% follow family preferences, 12% face obstacles in preparing separate food. Remaining was at minor level. As per research, vegetarian's consumers are more likely to regard their food preferences as a defining aspect of their personalities, making organic eating a multidimensional discipline that involves even more than diet preferences alone.

It's intriguing to see how different people may employ different incentives to make the same food choice. In previous study, sectioning consumers into various groups based on their reasons proven to be beneficial in determining intentions of consumers in the realm of eating habits. The identification of consumer groups is required for the development of targeted marketing techniques and brand promotional strategies. Therefore, these findings show that no unique consumer groups exist solely depending on dietary choices. Consumers who purchase vegan foods may not recognise as vegetarians. Conversely, those who are more sensitive to the effects of individual meats and dairy on their well-being (e.g., the influence of animal food alone), but love to consume meat, or they may simply refer to veganism as a "lifestyle" rather than a diet.

As per previous research [50], flavour, value for money, and health are the most important factors in consumer meal selection. In other studies, gender, aged, and income differences in healthful eating causes were discovered, with ethical considerations ratings growing with period and being higher between males than females (De Koning, et al., 2020). emphasised the importance of consumer values in the conceptual perspective of food strategic planning, which requires weighing the benefits of options against the risks of declaring the incorrect option. When there are disputes among values, the prevailing value typically emerges. When cost vs. quality disagreements arose in this study, quality was determined to be the more essential value. These findings indicate that discussing values is an important part of the meal choosing process.

They also stress the need of constantly looking at whether value hierarchies vary, what recurring threads of value negotiations develop, what traits people associate with different food kinds, and how food categories change. Lastly, food choosing should be seen as a difficult system involving a variety of criteria and values that are controlled by several people in different contexts.

Our findings are in line with prior study [Pilař, et al., 2021), which found a relationship between vegetarianism and mental wellbeing or views of a healthy "lifestyle" in general. We

found in open-ended question two as what your philosophy on Food is. Most people say that they eat what makes them not only healthy but also joyful. When someone says, "I don't want to eat meat," or "I don't want to punish or kill animals," veganism is the most honest answer since it is healthful, sustainable, and beneficial to the environment. Prior research on customer preconceptions of vegetable meals and the ethno cultural placing of vegan options claimed that it is hard to properly delineate discrete interpretations for people switching to vegan diets because this judgement is at the intersection of a variety of concerns, such as (but not limited to) general health, the environment, and animal's rights. It's also possible that it's connected to other foods and motions, such as organic and glutenins, as already said. Strangely, as our study demonstrates, vegan food clients place a high importance on other market categories than food. Makeup has been a heated topic of conversation among vegan foods consumers because of its relation to the moral and life choices of vegan foods customers. This study reveals that moral worries are expected to rise as the number of goods associated with vegan cuisine grows—a projected requirement that cuts across consumers' viewpoints on various products lines.

We're also mindful of the numerous different types of customers that make up the sector. The difference between a vegan and a quasi-vegan client may be the most significant in our experimental context. We feel that the first's marketing strategy must be unique from the seconds. For instance, we'd definitely find that animal's welfare is a bigger motivator for vegan eating habits than they are for quasi-vegan eating habits. As in our research survey someone says, "I don't want to eat meat," or "I don't want to punish or kill animals," veganism is the most honest answer since it is healthful, sustainable, and beneficial to the environment.

6 Conclusion:

We focused on vegan foods (i.e., food without any animal-derived ingredients) and the causes why individuals opt to consume vegan foods in this research. In the perspective of our planet's earth's environment challenges, such as climate shift in society, this is a crucial topic. Increasing vegan food consumptions may help alleviate these significant difficulties. Vegan cuisine is claimed to become a more feasible answer to the spending of food produced by precision agriculture (i.e., meat and dairy commodities).

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