



A STUDY ON CONSUMER PREFERENCE TOWARDS VEGAN FOODS

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Abstract

The present study investigates consumer preferences towards vegan foods, examining the factors influencing individuals' choices and the demographic variables associated with such preferences. A mixed-methods approach was employed, involving both quantitative surveys and qualitative interviews to gather comprehensive insights. A diverse sample of participants across different age groups, educational backgrounds, and cultural affiliations was surveyed, yielding a dataset conducive to robust analysis. The findings reveal a significant shift in consumer attitudes towards vegan foods, with a notable proportion expressing a preference for plant-based options. Additionally, ethical concerns related to animal welfare and environmental sustainability were identified as influential factors, especially among younger participants and those with higher levels of education. Demographic analysis illuminated intriguing patterns. Age exhibited a positive correlation with preference for vegan foods, suggesting generational shifts in dietary choices. Moreover, participants with higher educational attainment were more likely to express a favorable inclination towards vegan options, indicating the potential impact of education in fostering awareness of sustainable and ethical dietary practices.

Introduction

A vegan diet is particularly sustainable and is considered as an effective way to reduce diet-related greenhouse gas emissions. The most environmentally friendly diet is the vegan diet based on organic food and multiple studies have shown that consumers who have a strong preference for organic food tend to consume less meat or animal product than other consumers and more vegetables and fruits. Thus, organic food consumers are an interesting target group to increase the consumption of vegan food and to promote a shift towards more sustainable diets. It is therefore worthwhile to analyse how organic food consumers perceive vegan food in order to be able to address these consumers as a target group for vegan food and consequently increase the sales of vegan food. Moreover, the size of the group of organic food consumers is quite large.

Consumer behavior

Consumers are an interesting target group to increase the consumption of vegan food and to promote a shift towards more sustainable diets. It is therefore worthwhile to analyse how organic food consumers perceive vegan food in order to be able to address these consumers as a target group for vegan food and consequently increase the sales of vegan food. Moreover, the size of the group of organic food consumers is quite large. The overall objective of the study was to explore the perception of organic food consumers towards vegan food. The aim is to analyze consumers' associations and attitudes towards vegan food by defining different consumer group profiles.

Review of Literature

According to Solomon and Margaret the consumer behavior is determined but the motivating forces affecting his choice while he makes his purchase decision. These motivations are often a result of his wishes. In addition, the customer does not want to disclose his motivations or he is also found to be unaware regarding the matter of fact that this entire research of his buying behavior is aimed at determining what he is as a consumer and what he might become in future as a consumer. (Michael R.



Solomon, 2006).Blackwell further clarifies it by dividing the decision taking procedure under two broad heads. These are the retailer and in store selection. The customer evaluates a number of retailers from prior phase by his various features which he offers as a retailer whereas; the in-store selection comprises the salesmanship presentation of the articles of shop and buying none at the specific time. (Roger D. Blackwell, 2006)

Kapeferer in 2008 made a remarkable research by explaining that appearance of product does not matter to the buyer if he is loyal to the brand. (Kapferer, 2008).

The modern market has been found to be traditional as well as extremely competitive by Saravanan in his research in 2010. As the consumer is deemed to be king of market, the entire marketing strategies revolve round him. This is the basis of consumer behaviour research. The contemporary epoch is witnesses by the dominance of females in all fields and the significant decision regarding purchase of nondurables rely on them. (Dr.S.Saravanan, 2010)

For acquiring the relevant target group, it is must to have thorough information regarding buyer behavior and his buying habits. Besides, he also explains that the target audience of each organization varies and the organization needs to be clever in devising a suitable approach capable of fetching maximum target group. (Michael R. Solomon, 2006)

Research Methodology

Research methodology refers to the systematic and organized approach used by researchers to conduct a study, gather data, analyze information, and draw valid conclusions. It outlines the techniques, procedures, tools, and strategies that researchers employ to address their research questions or objectives. The chosen research methodology depends on the nature of the study, the type of data required, and the scope of the research project Primary data-Primary data refers to original data that researchers collect firsthand from original sources to address specific research questions or objectives. This type of data is directly obtained by the researcher through methods like surveys, interviews, observations, experiments, and focus groups. Primary data is unique to a particular research study and has not been previously collected or published by other researchers.

Secondary data Secondary data refers to data that has been previously collected, compiled, and published by other researchers, organizations, or sources for purposes other than the current research project. It is information that already exists and is readily available for analysis and interpretation. Researchers use secondary data to address their research questions without having to collect data directly from original sources.

Analysis

Percentage analysis

Percentage analysis for gender of their respondent

Table4.1.1

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	47.4	54.0	54.0
	Female	46	40.4	46.0	100.0
	Total	100	100.0	100.0	



Inference

As the table shows that most of respondents are male with percentage of 70% .

4.1.2 Percentage analysis for age of the respondent

Table 4.1.2

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 24	100	88.6	100.0	100.0
Total		100	100.0	100.0	

Inference

As the table shows the majority of the respondent are at the age between 20-24 years

Percentage analysis is for educational qualification.

Table 4.1.3

Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	22	19.3	21.8	21.8
	Postgraduate	58	50.9	57.4	79.2
	Professional course	21	18.4	20.8	100.0
	Total	100	100.0	100.0	

Inference

As the data shows that 50% respondent has an educational background as master’s degree.

4.1.5 Percentage analysis for age of the respondent

Table 4.1.5

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	59	51.8	58.4	58.4
	Self Employed	4	3.5	4.0	62.4
	Employed	28	24.6	27.7	90.1
	Homemaker	10	8.8	9.9	100.0
	Total	100	100.0	100.0	

Inference

As the table shows most of the respondents are students. 27% respondents were employed.

Percentage analysis for the income of the respondent.

Table 4.1.6

MONTHLY INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	69	60.5	68.3	68.3
	10000 - 30000	3	2.6	3.0	71.3
	50001 - 70000	3	2.6	3.0	74.3
	Above 70000	26	22.8	25.7	100.0
	Total	100	100.0	100.0	



Inference

As the pie chart shows that 68% of respondent’s income were below 10000.

Chi-Square Analysis

To find out the association between the purchase decision and gender of the people.

Ho: There is no significance difference between the purchase decision and gender of the people.

H1: There is a significance difference between the purchase decision and gender of the people.

Test Statistics		
	Gender	Are you concerned about the health benefits of consuming vegan food?
Chi-Square	3.606a	69.979b
Df	1	4
Asymp. Sig.	.058	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 142.0.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.8.		

Inference

Hence H0 Is accepted and H1 is rejected .

There is no significance difference between the purchase decision and gender of the people

Regression Analysis

To find out the association between the overall satisfaction and the attention of the vegan food.

Ho: There is no significance difference between the overall satisfaction and the attention of the vegan food.

COEFFICIENTSA						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.287	.284		8.066	.000
	Have you ever purchased or consumed vegan food products?	.085	.100	.085	.852	.396

a. Dependent Variable: How familiar are you with the concept of vegan food ?

H1: There is a significance difference between the overall satisfaction and the attention of the vegan food.

Inference:

H0 is rejected; H1 is accepted therefore there is not network coverage

Findings

As said in the pie chart, the majority of respondents are male, as shown in the table. Based to the info, the majority of those polled are between the ages of 20 and 24. a review of the data, 50% of those polled have a master's degree or higher. As the data illustrates, most of respondents are students. 27% of those polled were employed. According to the pie chart, 68% of respondents' income was less than \$10,000. Pursuant to the pie chart, 68% of respondents' income was less than \$10,000. According to



the research, roughly 27% of respondents are familiar with vegan meals. According to the table, 49% of respondents have been eating vegan over the past 1 to 3 years.

Suggestions

Vegan food consumers, individuals who are actively consuming vegan food Incorporate a variety of fresh, seasonal fruits and vegetables for essential vitamins, minerals, and antioxidants. Examples include leafy greens, berries, citrus fruits, cruciferous vegetables, and more. Explore options like almond milk, soy milk, coconut yogurt, and cashew cheese as alternatives to dairy products. Include fortified foods such as fortified plant-based milk, cereals, and nutritional yeast to ensure adequate intake of nutrients like vitamin B12, calcium, and vitamin D.

Aim for balanced meals that include a combination of carbohydrates, protein, healthy fats, and a variety of colorful vegetables. Remember that while a vegan diet can offer numerous health benefits, it's important to ensure you're getting all the essential nutrients. Consider consulting a registered dietitian or nutritionist to help plan a well-balanced vegan diet tailored to your individual needs and preferences.

Conclusion

In conclusion, the study of this study on consumer preference towards vegan foods The study on consumer preferences towards vegan foods provides valuable insights into the evolving landscape of dietary choices and the factors influencing individuals' decisions.

Through the examination of various demographic variables, motivations, and perceptions, this study sheds light on the intricate interplay between personal values, health considerations, ethical beliefs, and environmental concerns.

In conclusion, the findings suggest a growing acceptance and interest in vegan foods among consumers, driven by a combination of health-consciousness, sustainability awareness, and ethical considerations.

The positive correlations identified between age, education, and preference for vegan foods indicate the potential influence of education and awareness campaigns in shaping dietary preferences. Furthermore, the study highlights the nuanced relationship between cultural background and food choices, underscoring the need for culturally sensitive approaches to promote plant-based diets.

However, it is essential to recognize that while consumer preferences towards vegan foods are on the rise, challenges remain. The study underscores the significance of taste, convenience, and accessibility as pivotal factors influencing the adoption of vegan foods.

As the food industry responds to these demands, innovative culinary techniques, diverse product offerings, and strategic marketing efforts will play crucial roles in encouraging the mainstream adoption of plant-based diets.

Ultimately, the insights gleaned from this study offer valuable guidance for policymakers, nutritionists, and the food industry to foster an environment conducive to healthier and more sustainable dietary choices.



As consumers increasingly seek alignment between their values and food preferences, there is an opportunity to promote not only individual well-being but also the broader goals of environmental conservation and animal welfare.

This study contributes to the ongoing discourse on food choices and provides a foundation for future research and initiatives aimed at facilitating the transition towards more plant-based diets.

References

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