

## Veganism and Indians - Consumers Preference, Acceptance, Adoption and Practice of Food Consumption

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### Abstract

As far as it is reasonable and practical, veganism is a philosophy and way of life that aims to put an end to all forms of animal exploitation and cruelty for food, clothing, and other purposes. As a result, it encourages the creation and use of alternatives that do not include utilizing animals, which is favorable for everyone involved—animals, people, and the environment. This paper serves twofold objective; aiming to analyze two goals both of which are to help marketers understand better the techniques that they may utilize and embrace for a better market. Firstly, veganism and vegan food consumption behavior amongst Indian consumers. Secondly, the paper aims to examine and to understand the reason of the spread of veganism in the country among other sectors that can possibly benefit from the same.

### 1. Introduction

Food is a fundamental human need, and over the entire course of time, it has gone through massive changes concerning accessibility, readiness, and utilization. Previously, food was fundamentally devoured for endurance, with individuals depending on hunting and assembling to acquire their everyday food. Over the long run, be that as it may, horticulture and animal cultivation turned out to be more pervasive, prompting a shift towards settled cultivating networks and the taming of creatures.

With the coming of new innovations like water system, furrows, and composts, food creation turned out to be more productive, prompting the advancement of urban communities and exchange. The creation of the steam motor and other mechanical progressions worked with the creation and transportation of food, bringing about a more different and promptly accessible food supply.

Likewise, globalization has prompted an expanded trade of culinary practices and fixings across various societies, further differentiating the food decisions accessible. The rise of cheap food chains and accommodation food sources has likewise made it simpler and more advantageous for individuals to get to food, prompting makes progress with in dietary propensities and food inclinations.

Besides, the developing consciousness of wellbeing and sustenance has prompted a restored center around natural and manageable horticulture, plant-based eats less carbs, and privately obtained food. This has prompted an expanded interest for new, natural, and privately obtained food, as well as an accentuation on decreasing food squander.

In rundown, food has developed essentially throughout the long term, with changes in innovation, farming, transportation, globalization, and sustenance all assuming a part. The advancement of food reflects more extensive

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changes in the public arena and culture, and will keep on developing as how we might interpret sustenance and maintainability develops

Consumers are becoming pickier about what they eat and place a higher value on convenience, freshness, and quality of goods. (Acebron, 2000). The impact of habits and prior experiences on the development of customer preferences and the intention to purchase the product is also examined. Brazil (Mangin, 2001). India is one of the world's top producers and consumers of food, and the domestic food market is expected to triple to 900 USD billion by 2020, according to a Boston Consulting Group estimate. (Pandit, 2011). It has been predicted that share of organized retailing in the food and grocery segment could grow up to 15-20 percent (Reardon and Gulati, 2008).

In many nations, the popularity of the vegan lifestyle has been rising gradually (D'Souza, Brouwer and Singaraju, 2022). New research platforms are emerging, and while there is increased interest in meat alternatives, vegetarian and vegan products are also growing (Martinelli, De Canio and Endrighi, 2021). Food is now available at restaurants and on grocery shelves (Marangon, Tempesta and Troiana 2016). Veganism encompasses all facets of daily life, not only the meal component but any source of animal products, according to Stepaniak (1998), who draws a distinction between vegans and vegetarians. The strictest form of vegetarianism, vegans abstain from using or consuming any animal products or byproducts (Povey, Wellens and Conner, 2001).

## **Cuisines from around the World –**

Food is a fundamental piece of human culture and is an impression of the variety of districts, environments, chronicles, and customs. All through the world, there are an immense range of foods that address the remarkable flavors, flavors, cooking procedures, and fixings. In this article, we will investigate probably the most popular cooking styles of the world.

1. Italian Cuisine - Italian food is renowned for its utilization of new and top-notch fixings, like olive oil, tomatoes, garlic, and cheddar. Italian dishes are known for their straightforwardness, with most recipes having a couple of fixings.

Famous Italian dishes incorporate pizza, pasta, risotto, and antipasti.

2. Chinese Cuisine - Chinese food is perhaps of the most different cooking on the planet. It is portrayed by its utilization of rice, noodles, and vegetables. The kind of Chinese food is intensely impacted by the utilization of flavors like ginger, garlic, and soy sauce. The absolute most renowned Chinese dishes are dumplings, sautés, and faint total.
3. Mexican Cuisine - Mexican food is renowned for its utilization of hot flavors, chilies, and new vegetables. It is a combination of native and European food. Mexican dishes frequently use corn, beans, tomatoes, and avocados. Probably the most well-known Mexican dishes incorporate tacos, enchiladas, and guacamole.
4. Indian Cuisine - Indian food is known for its different flavors and the utilization of flavors like turmeric, cumin, and coriander. Indian dishes frequently use lentils, vegetables, and rice. Indian cooking is vigorously affected by religion, district, and environment. The absolute most famous Indian dishes incorporate curry, biryani, and baked chicken.
5. French Cuisine - French food is well known for its utilization of margarine, cream, and wine. It is portrayed by its fragile and refined flavors. French dishes frequently use meats like hamburger, duck, and sheep, as well as vegetables like mushrooms and potatoes. The absolute most well-known French dishes incorporate escargot, bouillabaisse, and coq au vin.
6. Japanese Cuisine - Japanese cooking is known for its utilization of new and excellent fixings like fish, rice, and ocean growth. Japanese dishes frequently utilize crude or daintily cooked fish and are well known for their sushi and sashimi. Japanese food is additionally portrayed by its utilization of soy sauce, wasabi, and cured vegetables.
7. Thai Cuisine - Thai food is known for its equilibrium of sweet, sharp, pungent, and fiery flavors. It is portrayed by its utilization of new spices like cilantro, basil, and mint. Thai dishes frequently use rice noodles, coconut milk, and fish. Probably the most famous Thai dishes incorporate cushion thai, green curry, and tom yum soup.

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8. Spanish Cuisine - Spanish food is described by its utilization of new fish, meats, and vegetables. Spanish dishes frequently use paprika, saffron, and olive oil. Probably the most popular Spanish dishes incorporate paella, tortilla española, and gazpacho.
9. Center Eastern Food - Center Eastern food is described by its utilization of flavors like cumin, coriander, and turmeric. Center Eastern dishes frequently use rice, lentils, and vegetables. Center Eastern cooking is vigorously affected by religion, with specific food sources being considered haram (prohibited) or halal (allowable). Probably the most famous Center Eastern dishes incorporate hummus, falafel, and kebabs.

All in all, these are only a couple of instances of a wide range of cooking styles that can be seen as around the world. Every food has its own extraordinary flavors, fixings, and cooking procedures, making them an interesting impression of the way of life and narratives.

## **Veganism-**

Veganism is a philosophy and way of life that attempts to end all types of animal exploitation and cruelty for food, clothing, and any other reason, as much as it is reasonable and possible. It promotes the development and use of alternatives that don't involve using animals as a result, which is advantageous for everyone involved—animals, people, and the environment. In terms of nutrition, it alludes to the practise of avoiding any products made wholly or partially from animals.

A lot, since you'll soon discover that a whole new world of mouthwatering meals and flavors are now available to you. Quite a range of fruits, vegetables, nuts, grains, seeds, beans, and pulses are included in a vegan diet. All of these foods may be prepared in countless ways, so you'll never get bored. If they are created with plant-based components, all of your favorite foods—from pizza to pasties, curry to cake—can be eaten on a vegan diet. For inspiration, look at our vegan recipes.

History and environmental concerns for Veganism –

Vegetarian food, which is food that contains no creature items, has been around for quite a long time.

In any case, it has as of late acquired standard prominence because of a developing consciousness of creature government assistance, ecological maintainability, and wellbeing concerns. Throughout the long term, veggie lover food has gone through tremendous changes concerning accessibility, assortment, and development.

Before, vegetarian food was frequently viewed as prohibitive and dull, comprising chiefly of vegetables, vegetables, and grains. Be that as it may, with the ascent of veganism as a well-known direction for living, there has been an expansion of plant-based options in contrast to creature items. This has prompted the improvement of an extensive variety of veggie lover food varieties, including plant-based milks, cheeses, meats, and eggs, as well as vegetarian cordial forms of customary dishes.

The accessibility of vegetarian food has likewise worked on throughout the long term, with numerous supermarkets and cafés now offering veggie lover choices. What's more, internet shopping and conveyance administrations have made it simpler than at any other time to get to a large number of vegetarian items and fixings.

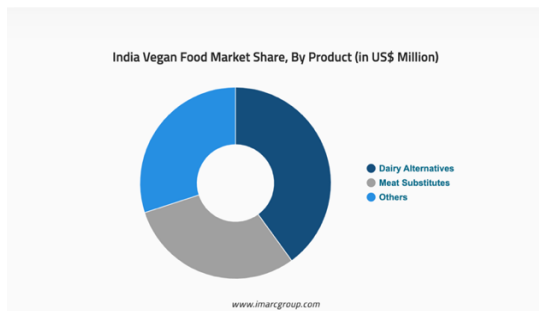
Additionally, the advancement and imagination in vegetarian food have extended also, with veggie lover culinary specialists and food bloggers continually pushing the limits of what is conceivable in plant-based cooking. This has brought about the improvement of new procedures and fixings, for example, aquafaba (the fluid from a jar of chickpeas that can be utilized as an egg substitute) and jackfruit (which can be utilized as a meat substitute because of its surface).

In outline, vegetarian food has developed essentially throughout the long term, with changes in accessibility, assortment, and advancement. As additional individuals embrace veganism as a direction for living, almost certainly, the development of vegetarian food will keep, bringing about much more innovative and delightful plant-based choices.

Well-planned vegan diets are regarded as appropriate for all life stages, including infancy and pregnancy, according to the American Academy of Nutrition and Dietetics, the Australian National

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Health and Medical Research Council, the British Dietetic Association, Dietitians of Canada, the New Zealand Ministry of Health, and the Italian Society of Human Nutrition. For children, teenagers, or women who are expecting or nursing, the German Society for Nutrition, a nonprofit organisation rather than an official health organisation, does not recommend a vegan diet. Despite conflicting evidence, a vegan diet may help people lose weight, especially in the short term, and may even help prevent metabolic syndrome.



**Figure 1:** Vegan share of food in India (2016-2021)

Source- <https://www.imarcgroup.com/india-vegan-food-market>

In the previous few years, veganism has become increasingly popular around the world, as seen by Google Trends. The popularity of this diet choice peaked in 2020 as more people started looking for vegan restaurants nearby. Common on Google. The nations with the greatest percentage rankings are the US, Australia, and the UK. of the global vegan population. People above the age of 15 who identify as "Vegans" have increased during the past ten years. in Britain grown by 260 percent. Over the past decade, the number of vegetarians in Portugal has increased by 400%. half of them followed a vegan diet for the past ten years. In 2020, sales of vegan goods in Britain increased by 1500%. The threat posed by climate change, the health benefits of giving up animal products, and the growing knowledge of the detrimental effects of meat eating all fit within the trend. A 9.2% annual growth rate for the vegan food sector is predicted.

People are adopting new cultures and traditions faster than ever now, especially the youth who are influencing not only the teens but the adults too. Same goes with them practicing veganism. India is now the third country after USA and UK to adopt

and implement the concept of veganism, yet, the proportion of people knowing and practicing about veganism is less than 10% of the total population. So, there are a few questions that arises since a very less population is actually associated with the concept. The idea of this study is to clear out what the Indian population thinks and feels about vegan diet and preaching veganism and whether or not the people are up to live the vegan life and to understand the factors affecting their decisions.

In India, more than 203 million metric tonnes of milk were consumed domestically as of 2022. When compared to the prior year, when the consumption amount was approximately 199 million metric tonnes, this represented an increase.

With 22% of worldwide milk output, India is the world's top producer. All of India's major religions have dietary rules and regulations. Since cows are traditionally respected, some Hindus may likewise refrain from eating meat as vegetarianism is regularly commended in Hindu scriptures. Islamic principles, however, forbid the consumption of pork.

The majority of Indians (81%) set restrictions on their diet, for example, not eating meat on specific days or not eating certain types of meat. However, the majority of Indians do not totally abstain from meat; according to a recent Pew Research Center survey, only 39% of Indians self-identify as "vegetarians." (Even though there are various definitions of "vegetarian" in India, the study allowed respondents to choose their own.) The six major religious sects in India differ greatly in how frequently they fast from meat. In contrast to only 8% of Muslims and 10% of Christians, 92% of Jains declare themselves to be vegetarians. In the middle are Hindus (44%).

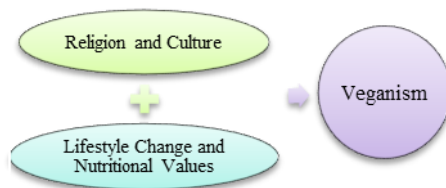
But even among groups where vegetarianism is uncommon, many Indians limit their meat intake. For instance, almost two-thirds of Muslims (67%) and Christians (66%) refrain from eating meat in some fashion, such as by forgoing particular meats, meat on particular days, or both. In addition to the 44% of Hindus who practice vegetarianism, another 39% limit their intake of meat in some other way.

Many Jains refrain from eating both meat and root vegetables in order to avoid damaging the entire

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plant, which is seen as an act of hostility in Jain theology. Jains claim to refrain from eating root vegetables like garlic and onions, about 67% of them (staples in many Indian cuisines). The majority of people—nearly one in five—don't eat root vegetables, including Hindus and Sikhs (21% and 18%, respectively). There are almost equal numbers of Hindu vegetarians who eat root vegetables and those who do not.

Fasting is another common dietary practice in India. Seventy-seven percent of Indians as a whole fast, with Muslims (85%), Jains (84%) and Hindus (79%), respectively, fasting at a rate of at least eight in ten. Sikhs are the least likely to fast (28%), while Christians and Buddhists both have smaller majorities than usual (64% and 61%, respectively).



**Figure 2:** Factors affecting Consumption of Vegan Food in India

Veganism is a well-known dietary and direction for living that includes the prohibition of all creature items from one's eating regimen and day to day daily schedule. Throughout recent many years, veganism has acquired fame for the purpose of advancing creature government assistance, working on human wellbeing, and diminishing ecological mischief. Subsequently, there has been a developing interest in exploring veganism and its different impacts. The following are a couple of key topics that have arisen in the writing surveys on veganism:

**Wellbeing impacts:** A few investigations have investigated the wellbeing impacts of veganism, remembering its effect for constant sicknesses, like coronary illness, diabetes, and disease. While certain examinations have found that veganism can lessen the gamble of these sicknesses, different

investigations have recommended that it could be important to guarantee that a veggie lover diet is adjusted and incorporates fundamental supplements like vitamin B12 and iron.

**Natural effect:** One more key subject in the writing on veganism is its ecological effect. Numerous scientists play featured the part of creature agribusiness in ozone depleting substance emanations, deforestation, and other ecological damages. Thus, some have contended that veganism might be a more economical dietary decision.

**Moral contemplations:** Veganism is additionally frequently inspired by moral worries connected with creature government assistance. Accordingly, many examinations have investigated the morals of animal agribusiness and the treatment of animals in modern cultivating rehearses.

**Social and social elements:** At last, analysts have investigated the social and social factors that impact the reception of veganism. A few examinations have found that social help and social standards assume a part in deciding if people take on veganism, while others play featured the part of individual qualities and convictions.

Generally speaking, the writing on veganism is huge and keeps on developing. While there are a few discussions around the wellbeing and natural effects of veganism, obviously veganism is a huge social and social peculiarity that merits further examination.

### Need for the study –

The gen-z and a proportion of millennials are majorly influenced by the western trends and with the wide availability of resources are moving towards other alternatives and available options for various reasons. These people shift their lifestyle preferences and living styles and to an extent influence their parents and family, if not fully but partially.

India is a developing market for the FMCG sector and more of vegan products can be incorporated in the market. With the help of this study, marketers will have a better view about the preferences and knowledge of the consumers in the market relating to vegan products.

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## **Statement of the Problem –**

While day by day more people are adopting vegetarian lifestyle and more and more people are going vegan, Indian are influenced by the western trend and they intend to follow the same. But still there is only a part of population knowingly is adopting and practicing veganism. Researches fail to justify if the people are willing to adopt and practice veganism. In a country like India, backed by cattle earnings in villages as the main source of livelihood, is there a market which the companies are yet to target is now known.

## **The scope of Study –**

The conclusions derived from the study can be of a great value to the marketers of the FMCG sector. Since there is a tremendous change in the preference of consumers towards veganism in the past two decades, the challenge has been posed to the marketers for promotion of the products. Moreover, it gives an advantage to the agriculture sector in India. Since a large proportion of the population is dependent on farming and agriculture for their livelihood, this is an amazing opportunity for the farmers to get into the production and manufacturing of vegan products.

## **Objectives of the Study –**

The following are the major objectives for this research –

- To understand the perception of consumers for a particular diet being healthier than vegan diet.
- To evaluate whether the people in India are willing to switch to vegan lifestyle if given the chance and resources.
- To analyze whether the awareness level of vegan products is different for different genders in India.

## **Limitations of Study –**

The study has a few limitations. The limited time to conduct this study restricted the potential of the research overall. Moreover, in a country like India backed by religious and cultural aspects when it comes to cuisines, veganism itself becomes a difficult concept to absorb.

## **2. Literature Review-**

It is suggested that sustained engagement in the vegan movement depends more on having supportive social networks than it does having willpower, motivation, or a shared vegan identity by focusing on discourse, support, and network embeddedness. Similar to other cultural movements, there are more activists who belong to groups than there are vegans who actually practice (Cherry, 2006). Veganism has gained popularity and exposure throughout the Western world, and it has been stated that millennials are a key factor in the trend's growth (Parker, 2019). One of the researchers brought out the variable global prevalence of vegetarianism. With 19% of the people engaging in this behavior, Asia being the continent where it is most common (Statista, 2019). India, the country with the largest share of the world's population (almost 40%), influences the developments on the Asian continent. (Ruby, 2012). When there isn't a reliable, understandable, believable indicator on the product label, vegan consumers made decisions primarily based on brand beliefs, brand attitude, and brand familiarity (Le, 2019). One of the biggest global issues is the shift toward wholesome, environmentally friendly eating. Red meat and milk are two examples of animal products that could be replaced with plant-based alternatives in order to reduce the emissions of greenhouse gases. (Springmann et al. 2018). That explained why diets that exclude or reduce meat, milk, dairy products, and eggs are becoming more and more popular, especially in affluent industrialised nations. A vegan diet, which rigorously forbids the use of any items derived from animals, has grown in popularity and is extremely important for public health. (Medawar et al. 2019). According to observational studies, eating a vegan diet lowers your chances of dying, getting cancer, and developing other illnesses including diabetes. (Dinu et al. 2017). Online polls and studies indicated that over the past few years, the prevalence of veganism has increased (The Vegan Society 2021). Diabetes and systemic inflammation, both of which are strongly linked to the onset and progression of cardiovascular disease, can be reduced by eating a balanced vegetarian diet (Kahleova et al. 2019). A number of lifestyle-related variables may have an impact on how long people live and how diseases develop. Habits that promote

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lifespan include regular physical activity, stress management, healthy interpersonal interactions, and a balanced diet (Buettner et al. 2016). According to these statistics, just 6% of Americans follow a strict vegan diet, as opposed to up to 4% in Europe and 13% in Asia (The Vegan Society 2021). While there are numerous justifications for adopting a vegan diet, such as respect for animals, spiritual convictions, and environmental sustainability, one important element is the health benefits (Norman and Klaus, 2020). As more individuals limit or stop using animal-based sources of food, there is an unmet demand for evidence-based guidance on the health effects, safety issues, and its management at the population level that has moved into the public health and primary health care sectors. (Dinu et al. 2017).

Scientists have been paying more and more attention to the veganism movement, but there hasn't been any actual research to look at the causes and experiences that make people stay on a vegan diet. The theory of planned behaviour components is supportive of the intention to buy, and ethical considerations mediate both the relationship between attitude and intention as well as the relationship between PBC and intention. (D'Souza, Brouwer, 2021).

Customers' purchasing intentions for cultured meat and plant-based beef alternatives differ according to how they perceive various traits, the analysis is done by determining the positive and negative cognitions (Hwang, 2020).

The carbon footprint of Indian food consumption and the results examined showed the variations in GHG emissions between vegetarian and non-vegetarian diets. According to this study, changing eating habits presents opportunities for reducing GHG emissions. Choosing food products that have less of an impact on the environment may be one way to reduce GHG emissions. There are a number of ways to reduce the GHG emissions caused by food consumption, including eating more locally produced food, consuming less mutton, and replacing meat and milk with other plant-based proteins. (Pathak, 2010). The non-vegetarian lunch with mutton had the greatest level of GHG emissions; it was 1.8 times more detrimental than a vegetarian dinner, 1.5 times more harmful than a non-vegetarian meal (with chicken), and 1.4 times

worse than a lacto-vegetarian meal (Jain, 2010). They emphasised that compared to the consumption of cereal grains and poultry products, mutton consumption results in higher GHG emissions (Bhatia, Patel and Aggrawal, 2010). People who are inspired to become vegans also have emotional and ideological issues, even if the vegan philosophical lifestyle is specifically linked to animal welfare and environmental concerns and has less of an impact on health-related difficulties (Miguel et al, 2021).

The findings highlighted both positive and negative attitudes and beliefs regarding veganism, revealing significant disparities between the investigated groups. Knowing the differences between vegans' and non-vegans' points of view can be a good place to start when interacting with these groups as well as when health and social welfare professionals are evaluating how veganism might affect change (Souza, Atkinson and Montague 2020). There is a need to incorporate vegan as a topic and a teaching in the education systems to ensure that all the students when they educate from school know about the ideology of veganism. There are various methods to frame and teach about food, or more especially, the consumption of animals, according to previous study. By considering the consumption of animals as political, the current work has added to this body of research by fostering a deeper knowledge of how children comprehend an environmental school intervention. Furthermore, this essay has made a contribution by "unmasking" the notion that "eating as usual"—in this example, consuming animal products—is a politically neutral or uncharged course of action. (Lindgren, 2020).

The challenges of implementing veganism and animal rights ideology in real life, particularly in the areas of consumption, "Pure" veganism is impossible to achieve on many levels since it is an adoption of a lifestyle based on meanings and principles related to animals. However, these principles do not encourage veganism on their own (Greenebaum, 2012).

### 3. Methodology

#### 2.1 Research Area –

The study aims at getting responses from consumers to see how the concept of veganism and the

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adoptance of vegan products is there in the Indian FMCG market.

## 2.2 Operational Terms –

2.1.1. – Veganism - As much as it is logical and practical, veganism aims to put an end to all forms of animal exploitation and cruelty for food, clothing, and other purposes. As a result, it encourages the creation and application of alternatives that do not entail utilizing animals, which is beneficial for everyone involved—animals, people, and the environment. It pertains to the practice of avoiding any foods made entirely or partially from animals in terms of nutrition.

2.1.2. – Lifestyle - A person's lifestyle includes their actions, routines, and decisions in relation to their health, employment, leisure, and social contacts. It includes a variety of elements, including relationships, hobbies, stress management, exercise, and diet. A person's lifestyle can significantly affect their overall quality of life as well as their physical, mental, and emotional health. A healthy lifestyle that incorporates regular exercise, a well-balanced diet, and stress management strategies can help prevent chronic diseases, increase mental health, and improve general wellbeing.

2.1.3 – Consumer - Somebody who buys products or services for personal use or consumption is referred to as a consumer. Individuals, households, companies, or governments can all be consumers. Consumption entails making decisions based on several aspects of the product, including its cost, quality, features, and brand reputation. Many internal and external influences, such as cultural values, advertising, social standards, and personal preferences, have an impact on consumers. Businesses and marketers need to understand customer behaviour in order to create goods and marketing campaigns that effectively appeal to their target market's requirements and desires.

## 2.3 Hypothesis -

H1. The demographic characteristic – Occupation has a significant impact on preference to consume vegan food items

H2– Gender and adoptance of veganism have a significant relationship

H3 There is a relationship between the knowledge and concept of veganism with respect to the different genders.

2.4-Sampling size and Sampling Techniques– Sampling size is the number of individual samples collected in an experiment is known as the sample size. The number of respondents for the purpose of this research is 202 from all categories of people in and around. The age group varies from 18 years old to more than 55 years old.

## 2.5 Methods of Sampling –

Simple Random Sampling – The method used for this research is simple random sampling. Under this, every person in the population has an equal probability of getting chosen in a simple random sampling. The entire population should be included in your sampling frame. One might utilize instruments like random number generators or other methods that just rely on chance to carry out this kind of sampling.

## 2.6 - Data Collection Source –

Primary data - Primary data is information that has been independently gathered by the researcher from primary sources. This information is gathered straight from the original source. It is current information and is always tailored to the requirements of the researcher. Raw versions of the primary data are accessible. The investigator must devote a lot of time and money in gathering primary data, which makes them pricey as well. However, since original data are more accurate and reliable than secondary data.

This research involved the use of all three methods of primary data collection for a more personalized and accurate response collection.

The data collected consist of questions covering the following –

Demographics to study the age, gender, occupations and spending pattern of the people

Basic knowledge of vegan items

Consumption pattern when it comes to vegan food products and other items



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Consumers awareness about the existence of different vegan products

Choices for alternatives when it comes to consuming vegan products.

## 2.7 – Techniques of Data Collection –

**Information through Questionnaires and Schedules -**  
In this way of gathering primary data, the researcher creates a questionnaire while keeping in mind the goal of the study. There are two methods the researcher can gather data using the questionnaire:

**Mailing Method:** This technique entails mailing questionnaires to informants in order to gather data. To clarify the goal of the study or research, the investigator mails a letter along with the questionnaire. The informants take note of the questionnaire responses and submit the finished file once the investigator promises them that their information will be kept confidential.

**Enumerator's Method -** According to the goal of the study or research, a questionnaire must be created using this procedure. In this instance, however, the enumerator personally contacts the informants with the prepared questionnaire. Enumerators assist the investigator in gathering data; they are not the actual investigators themselves.

## 3.7- Techniques Used for Data Analysis –

1. **Reliability Test -** Testing for reliability is a method that determines how consistently, steadily, and dependably a system or product performs over a predetermined period of time. In order to calculate the likelihood that the system or product will operate without error or malfunction, experiments and testing must be conducted.

2. **Normality Test -** A statistical technique called normality testing is used to examine if a collection of data is regularly distributed. A bell-shaped curve that is symmetrical around the mean is referred to as a normal distribution. Any variations from this ideal distribution can be found using normality tests, which can have an impact on statistical analysis and decision-making.

3. **Correlation -** The Pearson item second connection coefficient (Pearson's relationship, for short) is a

proportion of the strength and course of affiliation that exists between two factors estimated on essentially a span scale.

4. **Mann Whitney Test -** The Mann-Whitney U test is a non-parametric measurable test used to look at the dispersion of two free examples. It is much of the time utilized when the information is ordinal or non-typically conveyed, or when the example size is little.

5. **Chi-square Test -** The chi-square test is a factual test used to decide if there is a tremendous contrast among noticed and anticipated information. It is frequently used to examine information in fields like science, sociologies, and statistical surveying.

## 4. Result:

### 3.1 Validity of the Questionnaire-

#### 3.1.1 Reliability Analysis of the Questionnaire-

Dependability examination of a survey is a factual strategy used to assess the consistency and soundness of the poll after some time and across various gatherings of members. Unwavering quality alludes to the degree to which an action produces steady outcomes, and is a significant part of survey improvement and approval.

Dependability examination commonly includes working out at least one proportions of inside consistency, for example, Cronbach's alpha or parted half unwavering quality, which survey the degree to which the things in the poll are estimating a similar fundamental develop. A serious level of inside consistency demonstrates that the poll things are dependable and steady in their estimation of the develop.

Different sorts of dependability examination incorporate test-retest unwavering quality, which evaluates the soundness of the survey after some time, and between rater unwavering quality, which surveys the level of understanding between various raters or spectators.

Dependability examination is a significant stage in the turn of events and approval of a survey, as it assists with guaranteeing that the poll is estimating what it is planned to quantify, and that the outcomes

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are steady and solid. A solid survey is bound to create exact and significant outcomes, and can be utilized with trust in exploration and practice.

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
9.167	12.863	3.5865	7

**Figure 3:** Reliability Statistics

In dependability examination, a typical proportion of inner consistency is Cronbach's alpha, which goes from 0 to 1. A Cronbach's alpha of 0.7 is for the most part viewed as an OK degree of inner consistency, albeit the understanding might rely upon the particular setting and reason for the survey.

A Cronbach's alpha of 0.7 demonstrates that the things in the survey are tolerably corresponded with one another and are estimating a similar basic develop. Be that as it may, there might be some opportunity to get better regarding the survey's interior consistency. In certain fields or settings, a more significant level of inner consistency might be required or wanted, like a Cronbach's alpha of 0.8 or above.

So, in this case the value is desirable since both the values are more than 0.7.

### 3.1.2 Normality Tests-

An ordinariness test in light of a survey is a measurable test used to decide if the information gathered from a poll is typically disseminated. Typical circulation is a factual term that depicts a balanced ringer formed bend that happens when information is equally conveyed around the mean.

To test for ordinariness, scientists can utilize different measurable tests, for example, the Kolmogorov-Smirnov test, the Shapiro-Wilk test, or the Anderson-Sweetheart test. These tests contrast the conveyance of the information with a typical circulation and compute a p-esteem that shows the probability of the information being regularly dispersed.

Ordinariness tests are significant on the grounds that numerous measurable examinations, for example, t-tests, ANOVA, and straight relapse, expect that the information being broke down is regularly disseminated. On the off chance that the information

isn't typically dispersed, these tests may not be proper, and elective non-parametric tests might should be utilized all things considered.

Ordinariness tests in light of a survey can be utilized to decide if the reactions to the poll are typically circulated, which can assist with directing the decision of factual examinations and guarantee the legitimacy of the outcomes. On the off chance that the information isn't regularly conveyed, changes or non-parametric tests might be utilized rather to dissect the information fittingly.

	Tests of Normality					
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Given the choice, you will be willing to adopt to a vegan life	.162	203	.000	.885	203	.000
Do you believe that a vegan/vegetarian diet is better than a diet	.195	203	.000	.864	203	.000
Vegan diet is more expensive	.190	203	.000	.859	203	.000
Vegan diet is difficult to follow	.182	203	.000	.867	203	.000
You, as a consumer do you look for "vegan/vegetarian" label on p	.188	203	.000	.840	203	.000
Occupation status	.376	203	.000	.690	203	.000
If given the choice, how much are you willing to spend on vegan	.209	203	.000	.904	203	.000

a. Lilliefors Significance Correction

**Figure 4** Test of Normality Statistics

In the above case, considering the Shapiro Wilk values so obtained for the dependent variable in relation to the independent variable we can see that all the items having significance value below 0.05 and are not normally distributed. Therefore, since the data is not normally distributed, we will use the non-parametric tests.

The invalid speculation in an ordinariness test expects that the information is typically conveyed, and the elective theory expects that the information isn't regularly disseminated. The p-esteem estimates the likelihood of noticing the information on the off chance that the invalid speculation was valid. On the off chance that the p-esteem is under 0.05, it implies that the likelihood of noticing the information under the invalid speculation is extremely low, and it is impossible that the information is ordinarily dispersed.

In useful terms, this intends that in the event that the importance worth of an ordinariness test is under 0.05, we can't expect that the information follows an ordinary dissemination. This can have suggestions for the decision of measurable techniques used to dissect the information, as numerous factual tests

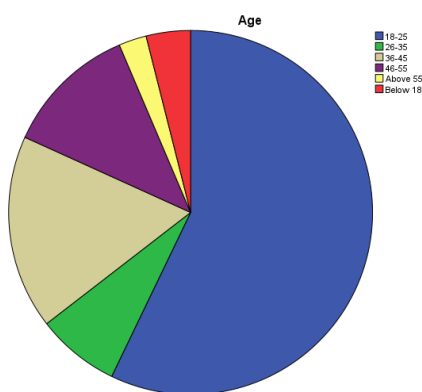
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accept that the information is ordinarily dispersed. Non-parametric tests, which don't expect ordinarieness, may should be utilized all things considered.

### 3.2 Demographic Study for Age -

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	116	57.1	57.1	57.1
18-25	15	7.4	7.4	64.5
26-35	35	17.2	17.2	81.8
36-45	24	11.8	11.8	93.6
46-55	5	2.5	2.5	96.1
Above 55	8	3.9	3.9	100.0
Below 18				
Total	203	100.0	100.0	

**Figure 5** Demographics for Age



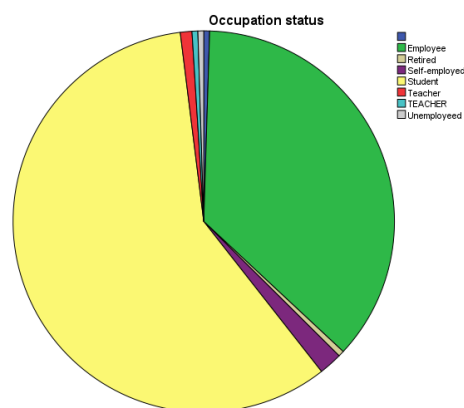
**Figure 6** Pie chart for Age Demographic

From the above chart and table, it can be understood that a large proportion of the population was from the age group of 18-25. These include the students and the job freshers mostly. Another significant proportion of the respondents were of the age of 36-45.

### 3.3 Occupation Study for Occupation –

Occupation status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Employee	74	36.5	36.5	36.9
Retired	1	.5	.5	37.4
Self-employed	4	2.0	2.0	39.4
Student	119	58.6	58.6	98.0
Teacher	2	1.0	1.0	99.0
TEACHER	1	.5	.5	99.5
Unemployed	1	.5	.5	100.0
Total	203	100.0	100.0	

**Figure 7** Demographic for Occupation



**Figure 8** Pie Chart for Occupation

The above table and chart describe the occupation of different groups of respondents. The maximum proportion constituted of students and employees while a very minimal percent of respondents was from the other categories like being a homemaker, retired etc.

### 3.4 Hypothesis Testing and Interpretations -

#### 3.4.1 Pearson's Correlation -

The Pearson item second connection coefficient (Pearson's relationship, for short) is a proportion of the strength and course of affiliation that exists between two factors estimated on essentially a span scale.

For instance, you could utilize a Pearson's connection to comprehend whether there is a relationship between test execution and time spent reexamining. You could likewise utilize a Pearson's relationship to comprehend whether there is a relationship among despondency and length of joblessness.

A Pearson's connection endeavors to define a boundary of best fit through the information of two factors, and the Pearson connection coefficient,  $r$ , shows the distance away this multitude of information focuses are from this line of best fit (i.e., how well the information focuses fit this model/line of best fit). You can learn more in our broader aide on Pearson's relationship, which we suggest in the event that you are curious about this test.

Assumptions -

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Assumption 1: The two factors ought to be estimated at the span or proportion level (i.e., they are nonstop).

Assumption 2: There is a direct connection between your two factors. While there are various ways of checking whether a direct relationship exists between your two factors

Assumption 3: There ought to be no critical exceptions.

Objective to be studied –

To understand whether the awareness level of vegan products is different for different genders in India.

Hypothesis testing –

The hypothesis to be tested by performing correlation aims to draw a conclusion on whether there is a relation on how much the people are willing to spend on vegan food items according to their occupations.

H – The willingness to adopt a vegan lifestyle comes from the belief whether a vegan diet is healthier than other forms of diets.

H<sub>0</sub> – There is no significant relationship between vegan diet being a healthier one.

H<sub>1</sub> – There is a significant relationship between vegan diet being a healthier one.

Correlations			
		Do you believe that a vegan/vegetarian diet is better than a diet which is directly/indirectly related to animals.	Given the choice, you will be willing to adopt to a vegan lifestyle.
Do you believe that a vegan/vegetarian diet is better than a diet which is directly/indirectly related to animals.	Pearson Correlation	1	.641**
	Sig. (2-tailed)		.000
	N	203	203
Given the choice, you will be willing to adopt to a vegan lifestyle.	Pearson Correlation	.641**	1
	Sig. (2-tailed)	.000	
	N	203	203

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Figure 9** Correlation Statistics

Correlation coefficient addressed by "r", is 0.641, and the p is 0; it demonstrates serious areas of strength for a relationship between the two factors being dissected. The worth of r ranges between - 1 and 1, where - 1 addresses major areas of strength for a connection, 0 addresses no relationship, and 1

addresses areas of strength for a relationship. In this way, a worth of 0.641 shows a modestly solid positive connection between the factors.

The p-esteem addresses the likelihood that the noticed relationship happened by some coincidence. A p-worth of 0 shows that there is an exceptionally low likelihood that the noticed connection happened by some coincidence, implying that the connection between the factors is reasonable genuinely huge.

In outline, a r-worth of 0.641 and a p-worth of 0 propose a modestly solid positive connection that is genuinely huge, demonstrating a connection between the factors that isn't probably going to have happened by some coincidence.

Therefore, we reject the null hypothesis and the accept the alternate hypothesis.

3.4.2 Mann Whitney Test –

The Mann-Whitney U test is a non-parametric measurable test used to look at the dispersion of two free examples. It is much of the time utilized when the information is ordinal or non-typically conveyed, or when the example size is little.

The test works by positioning the consolidated information from the two examples, and afterward contrasting the positions of each example with decide whether there is a massive distinction between them. The invalid speculation is that there is no contrast between the two gatherings, while the elective theory is that there is a distinction.

The test creates a U measurement and a p-esteem. The U measurement addresses the amount of the positions of one of the gatherings, and the p-esteem addresses the likelihood of getting a U measurement as outrageous or more limit than the noticed worth, it is consistent with expect the invalid speculation.

On the off chance that the p-esteem is not exactly the importance level (typically 0.05), the invalid speculation is dismissed and it is reasoned that there is a genuinely massive distinction between the two gatherings.

The Mann-Whitney U test is ordinarily utilized in examination to look at bunches on many factors, including conduct and mental results, clinical

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results, and ecological elements. A hearty and flexible measurable test can give significant experiences into the distinctions between two gatherings, in any event, when suppositions of ordinariness or homogeneity of difference are not met.

Objective to be studied –

To evaluate whether the people in India are willing to switch to vegan lifestyle if given the chance and resources.

Hypothesis Testing –

The hypothesis to be tested by performing the Mann Whitney Test is done to draw a conclusion on whether gender and adoptance of vegan items are coming hand in hand

H1 – Gender and adoptance of veganism have a significant relationship

H0 – These is no significant relationship between the gender and adoptance of veganism

H1 – There is a significant relationship between the gender and adoptance of veganism

Assumptions –

Assumption 1: The reliant variable ought to be estimated at the ordinal or nonstop level.

Assumption 2: The autonomous variable ought to comprise of two clear cut, free gatherings.

Assumption3: There ought to have freedom of perceptions, and that intends that there is no connection between the perceptions in each gathering or between the actual gatherings.

Assumption 4: A Mann-Whitney U test can be utilized when your two factors are not ordinarily dispersed. Nonetheless, to know how to decipher the outcomes from a Mann-Whitney U test, you need to decide if your two circulations.

Here in this case,

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Given the choice, you will be willing to adopt to a vegan lifestyle.	1	101	96.42	9738.00
	2	102	107.53	10968.00
	Total	203		

Figure 10 Rank Table

Test Statistics <sup>a</sup>	
	Given the choice, you will be willing to adopt to a vegan lifestyle.
Mann-Whitney U	4587.000
Wilcoxon W	9738.000
Z	-1.387
Asymp. Sig. (2-tailed)	.166

a. Grouping Variable: Gender

Figure 11 Mann Whitney Statistics

In this case, a significance level of 0.166 shows that, assuming no true difference exists between the groups, the probability of obtaining the observed difference in rankings between the two groups by chance is 16.6%. The difference in rankings is not statistically significant at the 5% level because this is higher than the usual significance level of 0.05.

As a result, the null hypothesis that there is no difference between the two groups cannot be disproved, and the Mann-Whitney test does not allow us to draw the conclusion that the two groups differ significantly from one another.

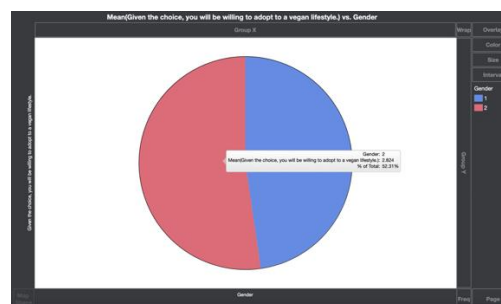


Figure 12 Chart for Mann Whitney Test

The above bar graph describes very clearly that for both the genders, the people are willing to take up the vegan lifestyle. Considering India as a budding market this marks a very prominent interpretation.

3.4.3 Chi Square Test –

The chi-square test is a factual test used to decide if there is a tremendous contrast among noticed and anticipated information. It is frequently used to

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examine information in fields like science, sociologies, and statistical surveying.

The test includes ascertaining the contrast between the noticed information and the normal information, and afterward figuring out the outcome. The squared contrasts are then separated by the normal information, and the subsequent worth is added across all classifications to give the chi-square measurement.

The chi-square measurement is then contrasted with a basic worth in a chi-square conveyance to decide if the noticed information is essentially not the same as the normal information. The levels of opportunity in the chi-square conveyance are determined in light of the quantity of classifications being thought about.

The invalid speculation of the chi-square test is that there is no tremendous distinction between the noticed and anticipated information. On the off chance that the determined chi-square measurement is bigger than the basic worth, the invalid speculation is dismissed, and it is reasoned that the noticed information is fundamentally not the same as the normal information.

Chi-square tests can be utilized for both free and subordinate factors, and can be led with an assortment of review plans, including cross-sectional and longitudinal examinations. It is an incredible asset for identifying examples and connections in information, however like every single measurable test, it ought to be utilized with alert and related to different examinations to make vigorous determinations.

Assumption –

Assumption 1 - Initially, it is assumed that both of your variables would be measured at an ordinal or nominal level.

Assumption 2: The two variables should be divided into two or more distinct, category groupings.

Objective to be studied –

To understand whether the awareness level of vegan products is different for different genders in India.

Hypothesis –

H<sub>0</sub> - There is a

	Value
Pearson Chi-Square	. <sup>a</sup>
N of Valid Cases	101

a. No statistics are computed because Gender is a constant.

relationship between the knowledge and concept of veganism with respect to the different genders.

H<sub>0</sub> – The is a significant relationship between the knowledge and concept of veganism with respect to the different genders.

H<sub>1</sub> – There is no significant relationship between the knowledge and concept of veganism with respect to the different genders.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.601 <sup>a</sup>	2	.165
Likelihood Ratio	3.713	2	.156
N of Valid Cases	203		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.47.

Figure 13 Chi Square Results

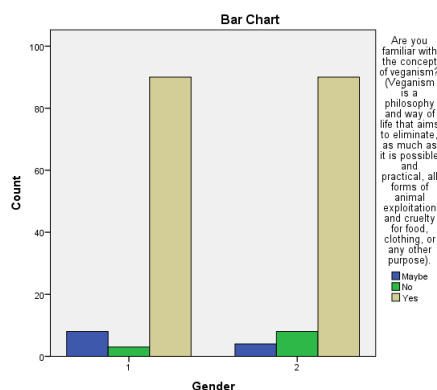
Since the value above is more than .0165, there null hypothesis will be accepted and we shall ignore the alternate hypothesis. So, to conclude, there is a relationship between the knowledge and concept of veganism with respect to the different genders.

	Value
Pearson Chi-Square	. <sup>a</sup>
N of Valid Cases	102

a. No statistics are computed because Gender is a constant.

Figure 14 Statistics for the two Genders

Moreover no significant conclusion can be drawn for genders individually.



**Figure 15** Bar Graph for Chi Square Statistics

The above bar graph depicts how different gender (1 for Male and 2 for female) are aware about the concept of veganism. More than 80% of the people around are well aware of the concept of veganism and only a minority is either not sure about it or is not at all aware about the same.

## 5. Discussion

Out of the 203 respondent's majority of them belong to the age group of 18 to 25 which precisely includes the students and people who are just started jobs for how just finishing finish the graduation. What is significant proportion belonging to above 36 years but below 55 years who may be of working professionals married with children.

Since the majority belongs to the younger age group, they are mostly students while on the other hand a part of this among other groups belong to the category employees.

While for most of the people is the diet preferences have changed post-pandemic almost all the people are aware about the concept of veganism. Since the pandemic has increase the screen time amongst other things most of this information came through the means of advertisements wild Bunch came from the friends' families and relatives that is the word of mouth.

On asking the respondents for if they are willing to adopt a vegan lifestyle the maximum number of people were reluctant to change the diet preferences a couple of reasons can be drawn for the same. Most of the people Believe that the vegan diet is more expensive and is rather very difficult to follow.

Another conclusion that can be drawn from the responses is that people might not check the labels for if they are consuming the vegan products since the response collected proves that most of the people don't look on the labels for product having the tag of the vegan or vegetarian. This can be related to the previous response of how many people are practising vegetarian non-vegetarian and other types of lifestyles. For the non-vegetarians they might not check the label or the packaging all together.

Respondents were asked to rank their choices hypothetically if they were to change their food and lifestyle preferences to vegan food items and other vegan products and the maximum people choose for an improvement in quality of life while they opt for healthy alternatives to their daily uses products and food items. There was a bunch of people who just wanted to try new products for the sake of it probably being influenced by some influences or wanted to go for a trendier lifestyle.

From the above research a couple of suggestions can be down. Firstly, veganism can be taught to the students below the age of 18 by many means. For instance, it can be incorporated in the school curriculum, or by peer education or by the parents. This will ensure the students even at a younger age are aware about the lifestyle preferences when they grow up.

Secondly, a large variety of consumers are willing to switch or try new lifestyle so vegan recipes and the benefits provided by the vegan products can be advertised more to promote the products among the generations.

Thirdly, influencers and celebrity chefs can also make a huge impact when it comes to vegan products. For instance, in a country like India, a promotion of vegan food item by master chef Sanjeev Kapoor can influence a lot of households.

To conclude everything, veganism is a very budding concept in a developing country like India and like other types of lifestyles can be adopted if people are convinced. Since belief is a major factor when it comes to Indian people's mindset, so by influencing their mindset and belief, things can change in favor of veganism.

## 6. Conclusion:

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The overall study revolved around the awareness level of consumers when it comes to vegan products along with the willingness to adopt the same.

While the literature review focused on various aspects like carbon emissions caused by the consumption of meat and other variants. Moreover, in a country like India backed by various cultural and religious boundaries, the usage of vegan items becomes a little difficult.

These is a huge population from the sample who is either not aware of the concept of veganism or is not a supported of veganism. This reflects on the awareness level of the consumers about the vegan products. But most of the people who are aware about the vegan products and food items believe that the vegan diet and products are better than the other forms in terms of health but also believe that vegan diet is more expensive as compared to other forms of lifestyle.

The conclusions derived from the study can be of a great value to the marketers of the FMCG sector. Since there is a tremendous change in the preference of consumers towards veganism in the past two decades, the challenge has been posed to the marketers for promotion of the products. Moreover, it gives an advantage to the agriculture sector in India. Since a large proportion of the population is dependent on farming and agriculture for their livelihood, this is an amazing opportunity for the farmers to get into the production and manufacturing of vegan products.

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