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Consumer perception and behavior towards plant based meat and animal meat

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Abstract

Plant-based alternatives to traditional animal products have gotten a lot of interest in recent years. We are investigating the driving forces and hurdles that affect Indian customers when it comes to purchasing these specific items by combining current data with our own quantitative analysis. We utilise the Theory of Reasoned Action paradigm to do this. When it comes to picking meals, Indian consumers prioritise their health and the environment, but they also consider flavour, eating traditions, and how their environment impacts them. The significance of our research is underscored by the fact that, first and foremost, the topic is relatively new; the majority of comparable studies have been published in the last 10 years, and nothing has been written about consumer behaviour toward these items in Sweden. Furthermore, the research integrates the current TRA model with some novel techniques to explore the issue of plant-based alternative adoption. This addresses some of the criticisms made against the traditional TRA approach. As a result of our conclusion, we are able to offer future advice to firms in the plant-based replacement food market.

Keywords: Plant-based replacements, vegetarian, vegan, food sustainability, theory of reasoned action, Indian consumer behaviour, behavioural intention gap

Introduction

At this time, the human population is dealing with a variety of worldwide conflicts. The issues vary from conflicts and turmoil in many regions of the world to growing poverty levels and global warming. While many discussions about global warming centre on the combustion of fossil fuels one of the most significant sources of greenhouse gas emissions is virtually usually neglected. According to the United Nations (2006) [5], emissions from cow farming were already greater in 2006 than all transportation emissions combined. Animal husbandry is said to be responsible for anything from 18 percent to 35 percent of all CO₂ emissions or even up to 50 percent. Furthermore, cattle ranching is no longer viable since more than half of the grains grown are utilised as animal feed. Rainforests are being chopped down at an alarming rate to create place for crops and new pastures for livestock. All of these reasons indicate that a large portion of human food production is no longer sustainable, and that alternatives are required to halt the environmental devastation spiral.

Offering meat substitutes or meat replacements is one approach to encourage a broad customer base to reduce their use of animal products. The objective of these items is to replicate the flavour and consistency of animal products while also making the transition to a more plant-based diet simpler for newcomers. According to researcher, those who eat fully plant-based diet have lower carbon footprint than omnivores or vegetarians.

We concentrated research mostly in India, which will have fast-increasing vegan and vegetarian population. According to a survey published in 2014 by Animal Rights India, 35% of Indians are vegetarian. Many Indians are decreasing their meat consumption for nutritional and health reasons, according to the poll. We know from personal experience living in India that meat replacements are widely accessible at traditional grocery shops, including Ahimsa Foods' Veggie Champ, Vezlay, Vegeta Gold, GoodDot Enterprises, and Vegitein among the many Indian brands.

Research Question and Objective

The solutions for the questions we try to answer are-

1. To compare the product image of plant-based meat substitutes and animal-based meat substitutes?
2. To see if consuming plant-based meat is associated with a positive perception of plant-

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based meat and a negative perception of animal-based meat?

3. What are the driving factors and barriers influencing Indian consumers' behaviour towards plant-based alternatives to meat?

Theory of Reasoned Action (TRA)

We decided to perform our research using the TRA model. TRA has also been utilised in previous thesis on organic food acceptability, TRA is mostly used as a model in consumer perception and behaviour studies. Plant-based cuisine is more-healthy and environmental friendly, compared to conventional food.

$$B \approx BI = Aact (\omega 1) + SN (\omega 2)$$

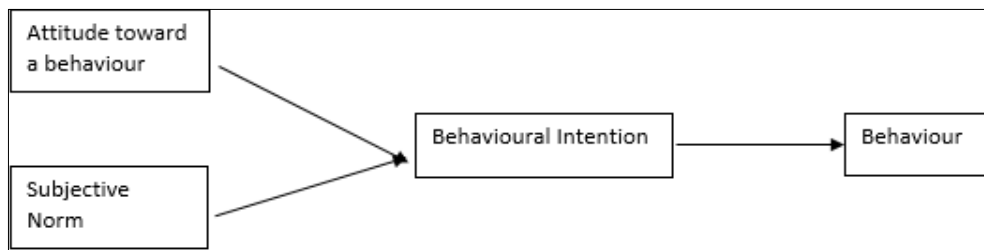


Fig 1: TRA Model

Behaviour Intention

BI is defined as “[...] a person’s location on a subjective probability dimension involving a relation between himself and some action. A behavioural intention, therefore, refers to a person’s subjective probability that he will perform some behaviour” (Fishbein & Ajzen, 1975) [4]. According to the TRA model, if BI is positive, a specific behaviour is very likely. As a result, our hypothesis is as follows:

H1: A person's intention to buy meat substitutes shows a high positive correlation with their actual purchase of those substitutes.

Equation 1 can be used to express

$$B=BI(\omega 1)$$

Where

B is a specific type of behaviour.
The intention to engage in that specific action is referred to as BI.
 $\omega 1$ represents the influence that behaviour intention has on behaviour.

Attitude

Fishbein and Ajzen defined attitude as "a person's overall feeling of favourability or unfavorability toward some stimulus item" (1975). Three factors must be considered when addressing questions regarding attitude. Attitude refers to a person's personal conviction that taking a specific action will result in the intended result. We chose five distinct factors to investigate in order to research the factor attitude: health, flavour, animal welfare, environmental friendliness, and a good emotion when consuming the product. prepared meats, as well as the increasing evidence that a plant-based diet is healthier. The following is our attitude hypothesis:

Where

B- denotes required action.

BI- intention to engage in required action

Aact refers to a person's attitude toward partaking in a particular conduct.

The subjective norm (SN) indicates if a person's entourage wants them to partake in a particular conduct.

The weights 1, 2 denote the relative importance of each component in determining behaviour intention (BI).

The equation implies that, most powerful predictor of actual behaviour (B), is behavioural intention (BI), and that the two are roughly equal. The second portion of the equation contains the components that determine behaviour intention, attitude, and subjective norm. The scales were used to determine how much these two factors impact a consumer's decision to engage in intentional behaviour.

H2: A consumer's opinion toward meat substitutes is related to their intent to buy those products.

Subjective Norm:

The term "subjective norm" refers to "a person's belief that the majority of individuals who matter to him or her believe he or she should or should not execute the conduct in issue" (Fishbein & Ajzen 1975) [4]. This means that, in order to calculate SN, we must first determine what other people think about a specific action, in our case the consumption of plant-based meat analogue products, then determine how important these opinions are to the actor, and finally, determine how many different groups of people are influencing the actor. Friends, family, and classmates/colleagues are the three types of people who impact an actor, according to Myresten and Setterhall (2015) [9]. As a result, the following is our next hypothesis:

H3: A consumer's subjective norm regarding meat substitute products is positively related to their intention to buy those products.

Expansion of the TRA model

Background

We chose to broaden our background characteristics to include not just gender, age, and occupation, but also income and education, after reading other similar studies, such as Li & Xin (2015) [8] and similar consumer research studies, such as Liu (2013), which focused on online group buying behaviour in China.

H4: A person's socio-demographic background (age, gender, occupation) has an indirect impact on their desire to buy a meat substitute product

H5: A person's socio-demographic parameters of income and education, in addition to age, gender, and occupation, have an indirect influence on their inclination to purchase meat and alternative products

We derived the following Equation from this hypothesis

$$B \sim BI = Aact (\omega1) + SN (\omega2) + Gender (\omega3) + Age1 (\omega4) + Age2 (\omega5) + Age3 (\omega6) + Age4 (\omega7) + Occupation1 (\omega8) + Occupation2 (\omega9) + Occupation3 (\omega10) + Occupation4 (\omega11) + Income1 (\omega12) + Income2 (\omega13) + Income3 (\omega14) + Income4 (\omega15) + Education1 (\omega16) + Education2 (\omega17) + Education3 (\omega18) + Education4 (\omega19).$$

Barriers

Although the TRA (Oliver & Bearden, 1985) is one of the most widely used models in psychology and consumer behaviour research, it has previously been criticised for its simplicity (Aleassa *et al.*, 2011; Trafimow, 2009) and for

failing to include enough influential elements (*ibid.*). Furthermore, behavioural intention is not a proxy for actual conduct (Kollmuss & Agyeman, 2002) [7], and there are other elements that influence a person's decision. Vermeir and Verbeke (2006) and Elofsson *et al.* (2014) both looked into the issue that purpose and conduct are not the same. As a result, we choose to utilise a modified version of TRA as described in Li & Xin's paper (2015) [8]. First and foremost, this model takes into account a person's background, which might affect their purpose and ultimate action. There's also a distinction to be made between purpose and actual final behaviour. There are various variables, called barriers, between intention and conduct that are not addressed by the two components attitude and social norm. They add that while individuals may intend to do something, such as limit their meat intake, because they care about animals or the environment, their actual decision at the grocery store or restaurant may be different.

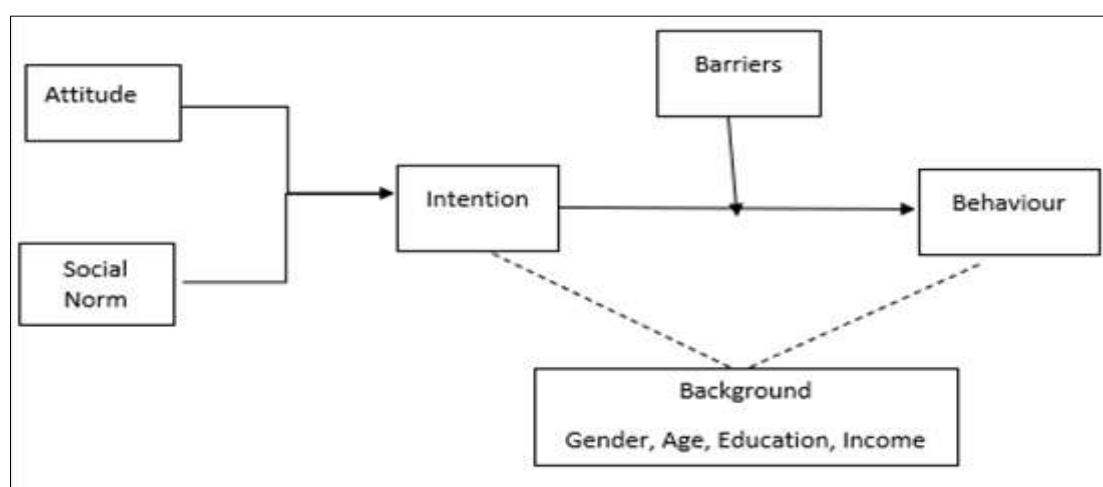


Fig 2: TRA model

The new factor barriers, as well as the previously defined factor background, are included into the current TRA model in Figure 2.

Our qualitative research verified that these issues are the most common roadblocks customers confront after opting to buy a product. As it stands, the model's visual depiction clearly shows that the barriers indicate the distinction between BI and B. This would look like this in the form of a hypothesis:

H6a: The cultural barrier (CB) affects the behavioural gap in a beneficial way. Both the intention and the actual purchasing of a meat substitute product.

H6b: The gatekeeper barrier (GB) has a favourable influence on the behavioural gap. Both the intention and the actual purchasing of a meat substitute product.

H6c: The behavioural-information gap is influenced by the information barrier (IB). Both the intention and the actual purchasing of a meat substitute product.

H6d: When purchasing meat replacement products, the availability barrier (AB) has a favourable impact on the gap between behavioural intention and actual behaviour.

H6e: The price barrier (PB) has a favourable impact on both the behavioural intention gap and actual behaviour when it

comes to purchasing meat substitutes.

H6f: The food neophobia barrier (FNB) has a beneficial influence on the gender gap. Actual behaviour as well as the intention to acquire a meat substitute product.

Research Method

Quantitative study

We conducted a quantitative analysis in addition to our qualitative investigation in order to obtain a significant data. Here, we utilised a deductive approach, which is one of the many approaches for quantitative research given by Bryman and Bell (2007) [3]. When researchers seek to test an idea, they use a deductive method. This was true in our situation because we had already developed our assumption in the theory part and intended to put them to the test through our quantitative research. We utilised a survey to gather information. The objective was to discover what drives customers to purchase meat substitutes, as well as what impediments widen the gap between their intentions and actual behaviour.

Sampling & Data collection

We needed a sample because we couldn't survey the entire population of India on a given topic. It was debated whether or not to make the questionnaire available online for people to complete. Finally, we decided to post the questionnaire online

in order to collect responses from our Indian friends, however in order to gather more diverse population we would go to different-different public locations and question all individuals of all ages to participate.

Data Transformation

Except questions B and BI, which only had assertion responses, we used a five-point Likert scale with a range of 1 to 5 for both assertion and weighing responses in our survey. In SPSS, the assertion answer for each variable was recoded from -3 to +3 to strengthen negative or positive responses. As a result, the responses were categorised into values ranging from -3 (strongly disagree) to +3 (strongly agree). SPSS statistical software was used to analyse the data collected.

Results

Quantitative study

We created the questionnaire after gathering data from prior studies on the subject and combining it with our results from the focus group interview. All of the questions were phrased in such a way that they could be analysed subsequently with SPSS.

Descriptive statistics

We received a total of 1190 responses, which were all legitimate and had a 100 percent fill in rate. NIFTEM's statistical adviser assured us that it was sufficient for our research. Table 2 has a comprehensive list of customer traits, and the following paragraphs will go over each one in detail.

Table 2: Respondents' demographics details (n=1190)

Measure	Items	Frequency	Percentage (%)
Gender	Male	670	56.3
	Female	500	42
	Prefer Not to say	20	1.7
Age	<18	20	1.65
	18-25	948	79.7
	25-35	190	16
	>35	32	2.65
Expenditure on Food (Rs/Month)	<500	30	2.6
	500-1000	260	21.8
	1500-2500	330	27.7
	>2500	570	47.9
Education	High School	40	3.36
	Under-graduate	490	41.2
	Post-Graduate	640	53.8
	Doctoral Degree	20	1.64
Occupation	Student	673	56.55
	Unemployed	198	16.63
	Working	307	25.80
	Retired	12	1.02
Diet	Omnivorous	570	47.9
	Flexitarian	260	21.8
	Vegetarian	340	28.6
	Vegan	20	1.7

Figure 3 depicts how different food groups feel about the severity of intensive livestock farming's environmental impact. Vegetarians have an average score of 6.35, whereas vegans have an average score of 6.21, indicating that they are aware of the dangers of animal agriculture and the implications, such as climate change. The impact is estimated to be around 4.65 by Flexitarians, whereas the impact is estimated to be around 3.13 by Omnivores. This study backs up previous results that vegans and vegetarians are more concerned about the environment.

Fig. 4 illustrates the % of people in each diet category who use replacement goods on a regular basis. Only about 30 percent of vegans and 18 percent of vegetarians say they utilise substitutes on daily basis.

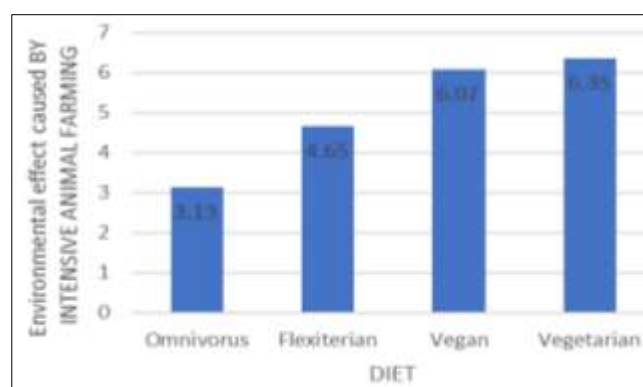


Fig 3: Negative impact of animal agriculture

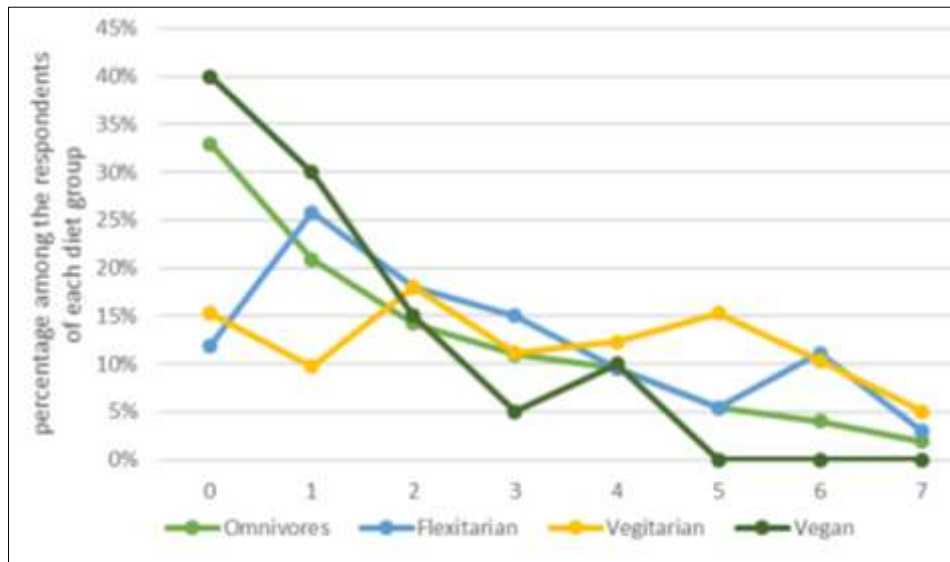


Fig 4: Consumption of substitute for different groups on the environment among various diet groups

Reliability and Factor Analysis

Factor analysis evaluates a huge number of variables and identifies a method for "reducing" or "summarising" the data into a smaller number of components. It finds groups of things based on their intercorrelations (Pallant, 2010; p.181). The attitude variables and the subjective norm variables were subjected to a factor analysis. As a result, we were able to double-check each item and ensure that each variable was right. The attitude variable comprised five items, and the subjective norm variable had three. To develop construct validity, the items were subjected to a factor analysis using principal components analysis and direct oblimin rotation. We evaluated the data's eligibility for factor analysis before doing the principal components analysis. The results revealed that all of the items' coefficients in the correlation matrix were 0.3 or higher. The attitude variable's Kaiser-Meyer-Olkin value was 0.811 and the subjective norm variable's value was 0.670, both above the recommended value of 0.6 (Kaiser 1970, 1974), and Bartlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, indicating that each variable's correlation matrix is factorable.

Table 3 and Table 4 show the results of the factor analysis. One Eigen-value was above the cut-off value 1 in the attitude component and subjective norm component explaining 64.8 and 77.2 percent of the variance. Tables 3 and 4 show that all items scored above 0.560, indicating that significant and discriminant validity, as well as convergent validity, were both quite high

Table 3: Rotated Component Matrix of Attitude

Component	Variance	Item	Factor Loading
Attitude	64.8%	Health Choice	0.846
		Good Test	0.820
		Animal Care	0.816
		Environment Friendly	0.776
		Good Feeling	0.770

Table 4: Rotated Component Matrix of Subjective Norm

Component	Variance	Item	Factor Loading
Subjective Norm	77.2%	Friends Influence	0.931
		Family Influence	0.879
		Colleague Influence	0.828

The Cronbach's Alpha for the attitude component was 0.865, and the Cronbach's Alpha for the subjective norm component was 0.853, both of which were above 0.7, suggesting that both components had excellent internal consistency dependability. Second, to test hypothesis 1, we utilised linear simple regression. The independent Behavioural Intention explained 41.6 percent, variation for Behaviour in the following simple regression analysis ($R^2=0.416$, $F= 847.042$, $p=.000$), indicating that the equation fit the data well (see Table i5).

H1: Looked at whether a person's behavioural intention to buy meat substitutes have strong position association with their actual purchase behaviour. BI had a Standardized Coefficient Beta of 0.645 ($p<0.001$) and a Standardized Coefficient Beta of 0.645 ($p<0.001$). B would have grown by 0.645 units if BI grew by one point. It was discovered that behavioural intention to purchase meat substitutes had a substantial positive link with real purchasing behaviour for those products H1 received approval.

Linear Multiple Regression

First, the data had to be transformed from individual items into two components, as determined by factor analysis (see Table 3 and Table 4). All of the items were loaded onto their own component, as shown in Tables 3 and 4, and were computed into their corresponding component in order. After computation, both the attitude variable and the subjective norm variable were found to be significant.

The multicollinearity of the data was checked using the Pearson Correlation Matrix. The coefficients were modest, ranging from 0.485 to -0.586, indicating that the conditions of perfect multicollinearity were not violated, allowing for a multiple regression analysis. We evaluated the variance inflation factor (VIF) for all of the variables, and they were all less than 10, indicating that there was no multicollinearity (Pallant 2011).

Finally, hypotheses 2–4 are tested using linear multiple regression. We included independent variables attitude and subjective norm, as well as control dummy variables Gender, Age1 to Age4, and Occupation1 to Occupation4, in the following multiple regression analysis, which explained 23.8 percent of the variance for BI ($R^2=0.238$, $F=46.090$, $p=.000$), indicating that the equation fit the data well (see Table i6).

H2: Aact's Standardized Coefficient Beta ($p < 0.01$) was 0.535. If Aact grew by one point, BI would increase by 0.535 unit. Hence H2 was acclaimed.

H3: Standardized Coefficient Beta ($p < 0.05$) for SN was 0.484. If SN grew by one point, BI would increase by 0.484 unit. Hence H3 was acclaimed.

H4: The Standardized Coefficient Beta of Gender was -0.124 ($p < 0.01$), indicating that females' behaviour intentions were 0.124 unit greater than males. Because the Standardized Coefficient Beta was less than 0.1313 and $p = ns$, no statistical significance in the regression for Age and Occupation. Gender indirectly influenced their inclination to buy meat substitute items, according to H4.

Table 6: Results from the regression analysis

Dependent Variable BI	β	S. e.
Attitude	0.535	0.24
SN	0.484	0.022
Gender	-0.124	0.540
Age1	-0.010	0.212
Age2	-0.020	0.088
Age3	-0.05	0.116
Age4	0.034	0.229
Occupation1	-0.08	0.72
Occupation2	0.091	0.543
Occupation3	0.127	0.547
Occupation4	0.043	0.644

Observation – 1190
 R-squared - 0.238
 F-Statistics – 46.090
 Sig - $< .001$

Table 7: Results from the regression analysis

Dependent Variable BI	B	s. e.
Attitude	0.49	0.29
SN	0.48	0.22
Gender	0.018	0.054
Expenditure1	0.041	0.198
Expenditure2	0.048	0.074
Expenditure3	0.016	0.65
Expenditure4	-0.054	0.065
Education1	0.010	0.199
Education2	-0.024	0.060
Education3	0.046	0.198
Education4	-0.020	0.198

R-squared - 0.240
 F-Statistics – 46.597
 Sig - $< .001$

Second, we used linear multiple regression to evaluate hypotheses 5. The independent variables SN and Aact, as well as the control dummy variables Expenditure1 to Expenditure4, Education1 to Education4, Age1 to Age4, Occupation1 to Occupation4, and I Gender, were all included in this model.

H5: Discovered that, Due to the absolute beta coefficients and $p = ns$, there was no statistical significance in regression for most of the Income dummy variables, and there was also no statistical significance in regression for Age, Occupation, and, Education. As a result, H5 was not supported.

To test H6a to H6f, we used Equation 4 to do statistical testing. We had 6 obstacles to forecast the gap (BI-B)

between behaviour and behaviour intention to buy meat substitutes using the structure of Equation

First, we used linear multiple regression to evaluate hypotheses 6a through 6e. We included the independent variables gender, Age1 to Age4, Occupation1 to Occupation4, Expenditure1 to Expenditure4, and Education1 to Education4 in this model, as well as control dummy variables gender, Age1 to Age4, Occupation1 to Occupation4, Expenditure1 to Expenditure4, and Education1 to Education4. The equation matched the data well, explaining 19.4 percent of the variance in behaviour and the behavioural intention gap ($R^2 = 0.194$, $F = 14.822$, $p = 0.05$) (see Table 8).

H6a investigated if a cultural barrier has a beneficial impact on behavioural intention differences. The cultural barrier's Standardized Coefficient Beta was 0.222 ($p < 0.05$). The gap would widen by 0.222 units if the cultural barrier was raised by one point. This demonstrates that the cultural barrier had a beneficial influence on the gap between behavioural intention and actual behaviour when it came to purchasing meat substitutes. H6a was supported.

The gatekeeper barrier was examined to see if it had a beneficial impact on the behavioural intention gap in H6b. The gatekeeper barrier's Standardized Coefficient Beta was 0.050 ($p < 0.05$). The distance would grow by 0.050 units if the gatekeeper barrier was raised by one point. This demonstrates that the Gatekeeper barrier had a beneficial influence on the gap between behavioural intention and actual behaviour when it came to purchasing meat substitutes. H6b was supported.

The information barrier was examined to see if it had a beneficial impact on the behavioural intention gap. The information barrier's Standardized Coefficient Beta was 0.117 ($p < 0.05$). The gap would grow by 0.117 unit if the information barrier increased by one point. This indicates that the knowledge barrier had a beneficial influence on the gap between behavioural intention and actual behaviour when it came to purchasing meat substitutes. H6c was accepted.

The availability barrier was examined to see if it had a beneficial impact on the behavioural intention gap. The availability barrier's Standardized Coefficient Beta was -0.030 ($p < 0.05$). The gap would shrink by 0.214 unit if the availability barrier was raised by one point. This contradicted our prediction, since the data revealed that the availability barrier had a negative influence on the gap between behavioural intention and actual behaviour when purchasing meat substitutes. H6d was not supported.

The price barrier has a beneficial impact on the behavioural intention gap, according to H6e. The information barrier's Standardized Coefficient Beta was 0.166 ($p < 0.05$). The gap would grow by 0.166 units if the price barrier was raised by one point. This demonstrates that the price barrier had a beneficial influence on the gap between behavioural intention and actual behaviour when it came to purchasing meat substitutes. H6e was supported.

The neophobia barrier was examined to see if it had a beneficial impact on the behavioural intention gap. The neophobia barrier's Standardized Coefficient Beta was -0.041 ($p < 0.05$). The gap would shrink by -0.041 unit if the neophobia threshold was raised by one point. The numerical result revealed that the neophobia barrier had a negative influence on the gap between behavioural intention and actual behaviour of buying meat substitutes, which contradicted our prediction. The H6f was not supported.

H7: Looked at whether a person's socio-demographic

background (age, gender, employment, spending, and education) influenced their behavioural intention gap in an indirect way. In the regression, the majority of the Occupation and Expenditure dummy factors exhibited little statistical significance. Furthermore, the beta value of the dummy

variable Occupation1 was -0.022 ($p < 0.05$). Due to the absolute beta coefficients and $p = ns$, there was no statistical significance in the regression for gender, age, and education. As a result, H7 was not supported.

Table 8: Results from the regression analysis

Dependent Variable BI	β	s. e.
Gender	-0.150	0.559
Education1	-0.003	0.207
Education2	-0.022	0.62
Education3	0.046	0.062
Education4	-0.015	0.205
Occupation1	-0.022	0.072
Occupation2	0.120	0.562
Occupation3	0.143	0.566
Occupation4	0.043	0.666
Age1	-0.006	0.250
Age2	0.003	0.120
Age3	-0.008	0.064
Age4	0.032	0.227
Expenditure1	0.019	0.206
Expenditure2	0.044	0.077
Expenditure3	0.005	0.068
Expenditure4	-0.054	0.064
Dependent Variable BI	β	s. e.
Price Barrier	0.166	0.036
Availability Barrier	-0.030	0.039
Information Barrier	0.117	0.045
Decision Barrier	0.050	0.031
Culture barrier	0.222	0.027
Neophobia	-0.041	0.028

R-squared - 0.194

F-Statistics – 14.822

Sig - <.005

Concluding the quantitative study

Despite the fact that not all of the data distributions were evenly distributed, we considered the 1190 respondents to be legitimate data for Indian customers. All three regression

equations were statistically significant, and the findings of our hypothesis are summarised in Table 9. In the next chapter, we will expand on our findings based on our qualitative and quantitative analyses.

Table 9: Summary of hypotheses results

Hypothesis	Results
H1 i: BI positively affects B	Supported
H2 i: Aact positively affects BI	Supported
H3 i: SN positively affects BI	Supported
H4 i: Age, Gender, Occupation, affects BI	Supported
H5 i: Income and Education indirectly affect BI	Not Supported
H6a i: Cultural Barrier positively affects Gap (BI-B)	Supported
H6b i: Gatekeeper Barrier positively affects Gap (BI-B)	Supported
H6c i: Information Barrier positively affects Gap (BI-B)	Supported
H6d i: Availability Barrier positively affects Gap (BI-B)	Not Supported
H6e i: Price Barrier positively affects Gap (BI-B)	Supported
H6f i: Food Neophobia Barrier positively affects Gap (BI-B)	Not Supported
H7 i: Socio-demographic background indirectly affects gap (BI-B)	Not Supported

Conclusion

The goal of our study was to determine what factors impact Indian customers' decisions on whether or not to purchase plant-based meat replacement products. As a consequence, we may conclude that our findings were partially unexpected and partly predicted. We discovered that there is a gap between behaviour intention and behaviour, as predicted by our hypothesis, but they are nonetheless strongly related. Gender was the only socio-demographic component that was consistently proven to be important. Consumers' intentions to

purchase a product are influenced by their attitudes, as predicted. Consumers in India are affected by their peers as well. Information, gatekeepers, pricing, and culture are all hurdles to actually purchasing meat substitutes. So, in response to our study question, health, issues for animal well-being, care for the climate and surrounding, nice flavour and obtaining a good inspiration from buying the product are the driving forces behind purchasing meat substitutes. Furthermore, a good attitude toward these items from one's entourage is critical. People are deterred from purchasing the

product due to a lack of information and the fact that it is not ingrained in Indian culture. Vegans are more knowledgeable than omnivores of the environmental concerns associated with animal rearing in India. They purchase animal products for a variety of reasons. Buying local, supporting Indian producers, and lowering transportation expenses are more important to some individuals than purchasing an analogue commodity. Furthermore, Indians value the conventional aspects for their cuisine, preferring to purchase from farmers with less preservatives and synthetic chemicals.

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