



INVESTIGATING THE FACTORS THAT ARE MOTIVATING THE PEOPLE TO BECOME VEGAN

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Abstract

Motivations to adopt plant-based diets are of great public health interest. People are adopting a vegan or plant-based diet for different purposes such as religion, animal welfare, attitude, and environmental concerns and are also getting influenced by different influencers who are promoting a vegan-a vegan-based. The article below focuses on investigating the factors that mainly motivate people to adopt the vegan diet.

Keywords

A plant-based, social influence, animal welfare.

1. INTRODUCTION

Veganism is the practice of avoiding using animal products, especially in your diet, and an ideology that supports this practice that rejects treating animals as a commodity. A vegan is someone who adheres to the ideology or diet. It is possible to differentiate between different types of vegetarianism. Dietary vegans, often known as "strict vegetarians," refrain from consuming any foods made from animal products, such as meat, eggs, cheese, and dairy products. A person who practices ethical veganism not only eats a plant-based diet but also incorporates the philosophy into other aspects of their lives, opposes using animals in any way, and works to minimize cruelty to and exploitation of all animals, including humans.

Vegetarianism dates back to the Indus Valley culture in the Indian subcontinent, specifically in northern and western ancient India, between 3300 and 1300 BCE. Early vegetarians included Indian philosophers like Parshavnatha, Mahavira, Acharya Kundakunda, Umaswati, Samantabhadra, and Tamil poet Valluvar, as well as Greek philosophers like Empedocles, Theophrastus, Plutarch, Plotinus, and Porphyry, as well as Roman poets Ovid and Seneca the Younger and Indian emperors Chandragupta Maurya and Ashoka. Although it is debated if Pythagoras, a Greek sage, ever preached any sort of vegetarianism, it is possible that he supported a severe type of vegetarianism in its early stages. There are numerous subgroups of vegetarians (those who consume only plants). Vegans don't consume any foods made from animals.

They don't want to eat them, so they resist. On the other hand, Lacto-vegetarians consume milk and dairy products. Semi-vegetarians consume predominantly plant-based foods, with small amounts of poultry and fish as supplements.

Flexitarians are similar to the aforementioned category in that they do not have to eschew meat and fish but mostly consume fruits and vegetables. Pescovegetarians are among the most tolerant vegan food consumers because they eat fish, eggs, milk, dairy products, and other animal products in addition to plant-based foods (Rigó, J., 2007; dány, R., 2011; Kökény, T., 2009). Diets based primarily on plants have been practised for centuries. Among those who adhered to such a diet were Pythagoras, Plato, George Bernard Shaw, Mahatma Gandhi, Albert Einstein, Leonardo da Vinci, and Leo Tolstoy (Leitzmann, C., 2014). Furthermore, these diets are becoming more and more well-liked. A section of the Vegetarian Society's bulletin devoted to non-dairy vegetarianism was requested by a number of its members in August 1944. Donald Watson, the secretary of the Leicester branch, started a new quarterly newsletter in November 1944 that cost a penny after the request was denied.

The Vegan News, as he dubbed it. Watson and Dorothy Morgan, a teacher whom he would later marry, coined the term "vegan." Because it represented, in Mr. Watson's words, "the beginning and end of vegetarian," the word is based on "the first three and last two letters of "vegetarian." The Vegan News asked readers if they could come up with a better acronym for "non-dairy vegetarian" than vegan. More than 100 letters were submitted for the first publication, including one from George Bernard Shaw, who decided to stop eating dairy and eggs. The Attic Club, located at 144 High Holborn in London, hosted the inaugural meeting of the new Vegan Society in early November.

Donald Watson, Elsie B. Shrigley, Fay K. Henderson, Alfred Hy Haffenden, Paul Spencer, and Bernard Drake were present, with Russian-British engineer Barbara Moore serving as Mme Pataleewa. Every year on November 1 to commemorate the Society's inception, there is a celebration known as World Vegan Day. The Society also declares November to be World Vegan Month. In November 1945, with 500 subscribers, The Vegan News changed its name to The Vegan. It issued a "vegan trade list" of animal-free goods like toothpaste, shoe polish, stationery, and glue as well as recipes. *Vegan Recipes* by Fay K. Henderson (1946) and *Aids to a Vegan Diet for Children* by Kathleen V. Mayo were among the first publications on the subject (1948).

2. LITERATURE REVIEW

Beardsworth & Keil, (1991) said that those who go vegan for health reasons are frequently referred to as "health vegans." Vegans who are concerned about their own health hold the view that plant-based diets will improve both short- and long-term health results. There may be considerable disagreement among health vegans about what constitutes a permissible plant diet; for instance, some health vegans continue to consume processed soy products, Oreo cookies, french fries, and soda. Other health-conscious vegans buy organic food instead of processed food and oil. Jabs et al., (1998) said that "ethical vegans" are individuals who adopt a vegan lifestyle for moral or ethical grounds. The exploitation of both people and animals worries many vegans. They consider it unethical to utilize an animal's body to make clothing, household items, or food. They oppose torturing and killing animals for any purpose, including those related to products, entertainment, and medical study.

Kalof et al., (1999) and Oppenlander, (2013) said that fewer people, referred to as "environmental vegans," adopt a vegan diet for ecological grounds. Greenebaum (2012) studied that environmental vegans hold the view that the usage of animals for food is a significant factor in the exploitation of fresh water resources, the loss of biodiversity, climate change, air pollution, and water pollution. The ethical debates become complex for environmental vegans. For instance, eco-friendly vegans may consider wearing shoes made of polyvinyl chloride (PVC), which lasts less than leather and has negative effects on the environment due to its production method.

Cummings, Parham, and Strain (2002) had studied that a veggie lover diet could assist with diminishing overabundance fat and subsequently overweight. It's quite important that while a lower complete body weight might bring about a lesser in general body piece, the degree of corpulence isn't surely diminished.

Berkow and Barnard (2006) had carried out the research and analyzed the body weight of individuals who do not

eat animal-based food & who eat animal-based food, it was found that the ones who don't eat animal based food weighed 4.6-12.6 kgs lesser and comparatively ladies who weighed 2.9-10.6 kgs lesser than their partners who were animal based food eaters, as indicated by measurements. Thus, heart - related diseases, which are principally brought about by corpulence or conditions connected with being overweight, can limit by stick to a very much arranged diet.

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Kökény (2009) suggested that Vegan food likewise has a lower immersed fat utilization, which a huge well is being advantage. Specialists utilized human tests to show that individuals who ate food which was based on plants and plant items had higher "serum egg whites" fixations and had a superior coordinated nourishing level than individuals who ate a different eating regimen. Dwyer (1988) said that the people who eat veggie lover food have more noteworthy degrees of essential supplement content like "magnesium, potassium, folic corrosive, fiber, cancer prevention agents like nutrients C and E, and phytochemicals". Nutrients could assist with iron admission from plants assuming there are enough of them. Plant-based food sources can possibly diminish cautioning signs related with sickness movement, which should be respected a significant medical advantage. Cardiovascular sickness passages have diminished, as has the event of "type 2 diabetes, dementia, gallstones, kidney sickness, rheumatoid joint pain, and various sensitivities". Considering the abovementioned, certain dietary suggestions feature the likely effect of consuming red meat and meat, which is exceptionally handled, in the improvement of cardiovascular illnesses. Besides, an expanded recurrence of scholarly examinations has uncovered that the sole concern component that might be respected is higher admission of meat eating. In any case, the general negative demeanor toward meat admission helps people who favor plant-based abstains from food, which is considered better.

Most veggie lovers have cholesterol and circulatory strain levels that are close to the lower part of the standard BP levels. Diminished meat consumption and a tendency for vegetarian food can assist with decreasing the gamble of getting some (yet not different sorts) of malignant growth.

Nechuta (2012) said that red meat is "likely cancer-causing to individuals," according to the "Global Office for Exploration on Disease (IARC)", while handled meat things are "cancer-causing to people".

3. OBJECTIVE: -

To analyze the factors that are motivating people to consume a vegan diet.

SCOPE OF STUDY: -

The focus of the current study was on the variables that contributed to the global or Indian state-level acceptance of vegan products. This study focused on consumer behavior toward vegan products and explored the many variables that affect veganism.

4. RESEARCH METHODOLOGY:-

When reading about people's personal experiences, it is good to employ a qualitative study format. And understanding of how they connect with others. Any such design assumes that "the greatest strategy to learn about people's subjective experiences is to ask them about it, and then concentrate intently on what they say. "In addition to providing a larger area of inquiry than a common questionnaire, a qualitative study that uses in-depth interviews also enables the researcher to speak with each respondent "one-on-one." A qualitative, directed interview design was used for this study because it was expected that the subjects could have different perspectives on the issues being discussed in the study.

To answer the study's questions, a qualitative research design based on "responsive interviewing," a type of interviewing, was used. Even though a questionnaire is utilized in this method, the interviewer actively participates in the conversation. To become successful and affluent.

The researcher conducts semi-dependent interviews with participants, responding to their responses and asking them to provide further information and an explanation of important issues.

When conducting a scientific investigation, secondary studies are a common strategy where the researcher totally depends on previously gathered data. This research technique calls for organizing, merging, and analyzing these statistical samples to draw significant study results.

PRIMARY DATA COLLECTION METHOD:

Primary data can be obtained in a variety of ways using different primary data-gathering methods. It outlines the tools used in gathering primary data, some of which are mentioned below:

Interviews

A way of gathering data that involves two groups of individuals is an interview. The first group consists of the interviewer (the researcher or researchers asking questions and gathering data), while the second group consists of the interviewee (the subject or respondent that is being asked questions). Oral or verbal exchanges between interviewers and candidates are possible. There are two methods for conducting interviews: in-person and over the phone. An in-person interview calls for a single interviewer or a group of interviewers to speak with the interviewee directly and pose questions.

Direct or indirect, organized, or unstructured, concentrated or distracted, etc. are all possibilities. A notebook or recording device is one of the pieces of equipment used for conducting in-person interviews. This is crucial since people tend to forget things easily.

SAMPLE SIZE

A sample size of 100 is taken for the research.

SCALING TECHNIQUE

For the scaling, a 5-point Likert scale is chosen for the questioner to be responded.

STATISTICAL TECHNIQUE

PLS-SEM was utilized for the statistical analysis. One of the popular techniques for the study of multivariate data is PLS-SEM or partial least square structural modeling. The majority of its uses are in business and social research. The user's ability to observe the relationship between the observed and latent variables is made possible by the interface's simplicity. Another factor contributing to its widespread acceptance is its robustness evaluation, also known as the endogeneity test, which takes into account the measurement error that is inherent with the evaluation of abstract concepts (Hair et al., 2019) and further estimates it with the aid of data using PLS-SEM (Lohmöller et al., 1989).

5. RESEARCH DESIGN

The research design is casual research with the object to obtain the relationship of cause-and-effect evidence between the variables.

TABLE 1: HYPOTHESIS

H1	Attitude	The intention to use vegan products is positively and significantly impacted by attitude.
H2	User Behavior	The intention to use vegan products is positively and significantly impacted by user behaviour.
H3	Expected Effort	The intention to use vegan products is positively and significantly influenced by effort expectations.
H4	Perceived Innovativeness	The intention to consume vegan products is positively and significantly impacted by innovation.
H5	Perceived conduct	The intention to consume vegan products is significantly and favourably impacted by perceived behaviour.
H6	Performance Prediction	The intention to utilise vegan products is positively and significantly influenced by performance expectations.
H7	Personal Norms	The intention to use vegan products is significantly and favorably impacted by subjective norms.

6. RESULT AND ANALYSIS

6.1 Confirmatory Factor Analysis (CFA)

The most typical application of the unique type of factor analysis known as confirmatory factor analysis(CFA) is in social science. It is used to determine whether a construct's measurements are consistent with the notion that the construct or factor exists. CFA is frequently used to examine the reliability of a single model, the loading value of an item, the relationship between a set of components, the functionality of a set of measurements, and the variability of the model.

General purpose-

- Individual construct definition
- Making progress on the general measurement model theory
- Constructing a study to yield the empirical findings.
- Evaluating the validity of the measurement model

It works on Validity: -

- Convergent validity
- Divergent validity
- Composite Reliability
- Internal Reliability

6.2 Combined reliability-

Internal consistency is evaluated using combined reliability, which is also referred to as the coefficient and is obtained by combining all true point variations and covariance in the combination of related index variables. Internal consistency should be higher than the 0.7 bench that will be considered sufficient.

6.3 Internal reliability-

The uniformity of the outcomes across all test items is tested for internal consistency. It predicts that if slightly different materials are employed, the overall number of finished tests may change. If respondents react differently to the same issue for each question, i.e., three "agree" or three "strongly disagree," this indicates that the study's internal consistency is poor, and the questions are not well-formed and dependable. When tested in Cronbach Alpha mode, a successful model requires a value of > 0.7.

6.4 Cronbach alpha

The internal consistency, or how closely connected the items are to one another as a group, is measured by the Cronbach alpha coefficient. It is regarded as a reliable measurement. Cronbach's alpha is a reliability or consistency coefficient; it is not a statistical test. As a general rule, reliability levels between 0.6 and 0.7 are considered to be acceptable, whereas those between 0.8 and more are considered to be extremely good.

Results of outer loading: -

Construct	Items	Loadings
Attitude	ATT1	0.84
	ATT2	0.888
	ATT3	0.842
Animal Welfare	AWEL1	0.871
	AWEL2	0.812
	AWEL3	0.866
Environmental Concern	ENVCON1	0.758
	ENVCON2	0.781
	ENVCON3	0.793
	ENVCON4	0.753
Health Awareness	HA1	0.836
	HA2	0.786
	HA3	0.707
	HA4	0.708
	INV1	0.697

Involvement	INV2	0.76
	INV3	0.836
	INV4	0.799
Purchase Intention	PINT1	0.818
	PINT2	0.874
	PINT3	0.864
	PINT4	0.861
Religion	REL1	0.872
	REL2	0.83
	REL3	0.85
	REL4	0.567
Social Influence	SOC_INF1	0.922
	SOC_INF2	0.961
	SOC_INF3	0.939
Word of Mouth	WOM1	0.821
	WOM2	0.821
	WOM3	0.839
	WOM4	0.819

6.1.1 convergent validity:-

Convergent validity describes the degree to which the new scale is related to other variables and other indications of the same concept. The construct should not only be correlated with similar factors that are connected, but also should not be correlated with unrelated, dissimilar variables. Convergent validity can be measured using correlation coefficients and relates to the degree to which two tests are used. It is a parameter often used in sociology, psychology, and behavioral sciences.

A concept test's strong correlation with other tests created to evaluate ideas that are logically equivalent suggests that the convergent validity analysis was successful. The superior view is of convergent evidence in comparison to discriminant proof. This means that while correlations between measures that are comparable to one another should be much higher, intercorrelation trends between two dissimilar measures should be modest.

Results of convergent validity: -

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ATT	0.819	0.892	0.735
AWEL	0.808	0.887	0.723

ENVCON	0.783	0.855	0.595
HA	0.757	0.846	0.579
INV	0.777	0.857	0.6
PINT	0.877	0.915	0.73
REL	0.787	0.866	0.623
SOC_INF	0.935	0.959	0.885
WOM	0.844	0.895	0.681

Reliability for each construct is established as each one has a value more than 0.7 which indicates reliability whereas many of them in the table are having a value of more than 0.8 which shows a greater reliability. Composite Reliability is also known as construct reliability and it is the measurement of internal consistency similar to Cronbach's alpha. Composite reliability of every construct is greater than 0.7, so, the reliability of every construct is established and are mentioned.

6.1.2 Discriminant validity

- Discriminant validity is demonstrated by evidence that tests of constructs that, theoretically, should not be significantly linked with one another are not, in reality, found to be highly correlated. In actuality, convergent validity coefficients should be far larger in magnitude than discriminant validity coefficients.
- How some Measurements of constructs that should not theoretically be significantly correlated with one another are not found to be correlated in practice. This is evidence of discriminant validity. Being able to differentiate between tests of different constructs is the goal of discriminant validity proof.

Results of discriminant validity: -

	ATT	AWEL	ENVCON	HA	INV	PINT	REL	SOC_INF	WOM
ATT	0.857								
AWEL	0.471	0.85							
ENVCON	0.491	0.351	0.771						
HA	0.493	0.534	0.628	0.761					
INV	0.52	0.435	0.572	0.618	0.775				
PINT	0.545	0.305	0.581	0.561	0.746	0.854			
REL	0.583	0.525	0.578	0.592	0.554	0.494	0.79		
SOC_INF	0.432	0.414	0.113	0.214	0.303	0.215	0.513	0.941	
WOM	0.536	0.396	0.606	0.635	0.722	0.75	0.546	0.201	0.825

In conducting this study, we adhered to Fornell and Lacker's standards (1981). The square root of AVE is represented by the values that are indicated in the table. The research demonstrates the discriminant

validity because the values below the diagonally highlighted area are lower. Different criteria can be used to demonstrate discriminant validity, but this one is frequently followed, thus that is why we chose this approach.

Result of hypothesis:-

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Analysis
ATT -> INV	0.52	0.521	0.047	11.036	0	Significant
AWEL -> ATT	0.134	0.136	0.054	2.486	0.013	Significant
ENVCON -> ATT	0.239	0.237	0.049	4.88	0	Significant
HA -> ATT	0.108	0.113	0.066	1.631	0.104	Insignificant
INV -> PINT	0.746	0.746	0.028	27.048	0	Significant
INV -> WOM	0.722	0.722	0.031	23.669	0	Significant
REL -> ATT	0.195	0.196	0.073	2.672	0.008	Significant
SOC_INF -> ATT	0.227	0.22	0.049	4.655	0	Significant

AWFL, ENV CON, REL, SOC_INF are influencing the attitude as we can see the value of T statistics is more than 1.96 and the p value is less than 0.09 thus they are influencing the attitude of the respondents, whereas in the other part HA is insignificant and is not influencing the attitude as the T statistics is not more than 1.96 and the p value is more than 0.09 thus it is insignificant towards the attitude.

The attitude is affecting the involvement of the respondents towards the vegan products and thus it is also positively affecting the purchase intention and the WOM is also positively affecting the involvement of the respondents towards the vegan products.

Result of path analysis: -

	R Square	R Square Adjusted	Analysis	SSO	SSE	Q ² (=1 - SSE/SSO)	Predictive Relevance
ATT	0.445	0.438	Medium	1140	778.427	0.317	Medium
INV	0.27	0.268	Weak	1520	1281.196	0.157	Medium
PINT	0.556	0.555	Medium	1520	912.287	0.4	Substantial
WOM	0.521	0.52	Medium	1520	987.907	0.35	Substantial

A type of multiple regression is path analysis. a statistical method for estimating casual models by analyzing the correlations between a dependent variable's variability and two or more independent variables This method allows researchers to gauge the size and importance of unintentional relationships between variables. Researchers typically create a path map that precisely lays out the internal relationships among all the variables, whether they are dependent or independent, as well as the casual direction between them. R-squared (R²) is a statistical measure that shows how much of a dependent variable's variance is explained by one or more independent variables in a regression model. When the Q-square is greater than zero, the model is predictively relevant, and your values have been accurately recreated. The model has predictive relevance when the Q² is greater than 0. Researchers first create an input diagram that depicts the proposed relationship. A researcher would then create an output path diagram when the statistical analysis was finished, which would describe the relationships as they actually exist, in accordance with the analysis performed.

7. RECOMMENDATIONS: -

-It is advised that governments, businesses, academic institutions, and non-governmental organizations (NGOs) encourage raising knowledge about sustainable eating habits that put an emphasis on restoring the ecosystem's equilibrium.

-The study suggests that to preserve culture, for instance, as well as to support the environment by producing fewer greenhouse gases and to help oneself in improving health by following the same approach, one should strive to purchase food from local markets and also eat seasonal food available in the domestic market.

-Instead of merely focusing on the food products, which is a limited way of looking at the current scenario, one should pay attention to how the food is produced.

-If consuming a plant-based diet, it is important to speak with a nutritionist since inadequate nutritional intake can result in a variety of nutrient deficiencies and poor health.

8. LIMITATIONS OF THE STUDY: -

Due of the study's small sample size—just 100 participants—it can only be extended to all vegans. It is further constrained because all of the vegans were from India, which would draw in a particular demographic. If this study were to be carried up further, I would recommend using a bigger sample size

of participants and including volunteers from various regions of India. Interviewing those who had given up being vegan might be beneficial in understanding the vegan journey in its totality. The study just scratches the surface of vegetarianism.

9. MANAGERIAL IMPLICATIONS: -

Although preventing the exploitation of animals is not the only motivation for turning vegan, for many people it is the main reason they decide to become and remain vegan. While many people think that all creatures beings have a right to life and freedom, having emotional attachments to animals may constitute a portion of that justification. Regardless of the specifics, refraining from using animal products is among the most blatant methods to oppose animal abuse and exploitation in general.

Vegan diets that are well-planned adhere to healthy eating principles and include all the nutrients our bodies require. The American Academy of Nutrition and Dietetics and the British Dietetic Association agree that they are appropriate for people of all ages and stages of life. According to some study, vegan diets provide various health advantages, including reduced blood pressure and cholesterol levels, lower risks of heart disease, type 2 diabetes, and several types of cancer. Going vegan is a fantastic way to enhance your diet and learn more about nutrition and cookery. Getting your nutrition from plant foods frees up more space in your diet for foods that are good for you and promote health, such as whole grains, fruit, nuts, seeds, and veggies, which are bursting with fibre, vitamins, and minerals.

We're all aware of methods to lead greener lives, from recycling our household trash to riding our bikes to work. Avoiding all animal products is among the best things a person can do to reduce their carbon footprint. This issue extends far beyond cow dung and air pollution! The environmental impact of producing meat and other items generated from animals is significant. The enormous amount of grain feed needed for meat production substantially contributes to habitat loss, species extinction, and deforestation. By forcing underprivileged populations to plant commercial crops for animal feed rather of food for them, this land contributes to hunger in developing countries. On the other hand, a vegan diet requires much less water and crops to maintain, making it one of the simplest, most fun, and most successful methods to lessen our influence on the environment.

10. CONCLUSION: -

This project's major goal was to determine whether a plant-based diet is sustainable over the long term based on the numerous criteria that experts have been citing. To do this, researchers tried to avoid being swayed by media outlets and instead focused on the wider picture.

The phenomena of an unhealthy lifestyle, poor dietary practices, and excessive intake of easily accessible food and beverages are linked to the rise in chronic diseases that has occurred in recent decades. Given that health is one of the most important conservation issues (social, ecological, and economic), it is obvious that developing healthy eating habits and producing foods that can prevent the spread of chronic diseases and lay the groundwork for a longer, healthier life expectancy are of utmost importance. As consumers choose meals that may assist them avoid some unfavorable wellness consequences, following a vegan diet is one of them, their behavior has changed to focus on "reducing and minimizing dangers." Consuming raw fruits, vegetables, and nuts as well as highly processed food products as an alternative to food available in its natural form, such as meat, are all part of the plant-based diet movement that has gained popularity in recent years across the globe. Other justifications for this type of dietary modification include considerations for animal welfare, environmental responsibilities in the fight against climate change, spiritual considerations, etc.

The analysis and conclusions of this paper emphasize the significance of adopting a holistic dietary approach that takes into account all the factors seen from a wider perspective (including culture preservation, minimizing food's negative effects on the environment, etc.). This approach would ultimately be the most practical one.

Additionally, it should be taken into account that due to time constraints, only data from a select few websites could be investigated and analyzed in this project in order to comprehend the sustainability of a vegan diet. Therefore, it is advisable for upcoming researchers to obtain and analyse data from various different social media platforms, such as video blogs, postings, etc., as well as to collect data by speaking with industry professionals.

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