

Faculti Summary

<https://staging.faculti.net/consumers-motivations-for-adopting-a-vegan-diet/>

This video video discusses the differences between veganism and vegetarianism, positioning veganism as a comprehensive lifestyle and philosophy rather than merely a dietary choice. It outlines how veganism extends beyond diet and influences various aspects of life, including clothing and transportation, contributing to environmental sustainability and social inclusion.

The narrative also addresses common misconceptions about vegan products being more expensive, explaining that many consumers differentiate between types of vegan products. This video video highlights the positive societal impacts of veganism and emphasizes the responsibility of marketers to promote vegan culture by understanding consumer motivations.

The study referenced employs qualitative methods to explore why individuals choose veganism and how specific product attributes influence their choices. It identifies five key product attributes (price, taste, freshness, nutritional value, and cruelty-free ingredients) and seven motivations (health, environmental protection, avoiding animal cruelty, etc.). These motivations align with broader value systems, which can be self-transcendent or self-directed.

This video video notes limitations in the current research, suggesting the need for further studies that consider cultural differences and social influences on veganism. Ultimately, the research aims to foster a natural growth of veganism by aligning marketing strategies with consumer values and preferences.