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Exploring Consumer Preception of Vegetarian Food Following Different Diet

Dr .K. Arun Samuel¹, Ajay Kumaran S²

Assistant Professor Department of B.Com A&F/ M.Com(IB), Sri Krishna Arts and Science College, Coimbatore,
Tamil Nadu, India¹.

Department of B.Com A&F/ M.Com(IB), Sri Krishna Arts and Science College, Coimbatore,
Tamil Nadu, India².

ABSTRACT: The study is based on primary data collected through structured questionnaires distributed to respondents from different age groups and dietary backgrounds. Descriptive statistics and comparative analysis were used to identify variations in perception across diet categories. The findings indicate that consumers following vegetarian and vegan diets demonstrate a highly positive perception of vegetarian food, particularly regarding health benefits and ethical considerations. Flexitarians show moderate acceptance, often influenced by health and environmental concerns. Non-vegetarian consumers, while generally open to vegetarian options, express concerns about taste, protein adequacy, and variety.

KEYWORDS: Consumer Perception, Vegetarian Food, Dietary Habits, Vegan Diet, Flexitarian Diet, Non-Vegetarian Consumers, Health Awareness, Sustainable Consumption, Ethical Eating, Food Preferences, Nutritional Value, Buying Behavior.

I. INTRODUCTION

Understanding the preferences, driving forces, and decision-making procedures of people in the marketplace is largely dependent on consumer behaviour. Due to increased awareness of the advantages vegetarianism offers in terms of health, ethics, and environmental sustainability, demand for vegetarian foods has increased during the last ten years. Once linked to particular lifestyle or ethnic groups, vegetarian diets are now popular worldwide due to a variety of factors, such as shifting social standards, media impact, and scientific proof of the health advantages of plant-based diets (Aschemann-Witzel et al., 2020). Vegetarian food purchases are also influenced by outside variables such product availability, cost, branding, and advertising tactics.

II. PROBLEM STATEMENT

1. To explore consumer perception of vegetarian food among different dietary groups.
2. To analyze how vegetarians, vegans, flexitarians, and non-vegetarians view vegetarian food.
3. To examine factors such as taste, nutritional value, affordability, and availability influencing perception.

III. OBJECTIVES OF THE STUDY

1. To analyze consumer perceptions of vegetarian foods across different dietary habits
2. To examine the impact of cultural, ethical, environmental, and health factors on vegetarian food consumption.
3. To identify key motivators and barriers influencing consumer decisions regarding vegetarian diets

IV. SCOPE OF THE STUDY

1. Understand consumer perceptions of vegetarian foods across various dietary habits (omnivore, flexitarian, vegetarian, vegan).
2. Examine how cultural, ethical, environmental, and health-related factors drive or hinder vegetarian food consumption



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V. RESEARCH METHODOLOGY

5.1 Sources of Data

Primary Data:

Primary data is collected through a structured questionnaire administered to consumers following different diets such as vegetarian, vegan, flexitarian, and plant-based diets.

Secondary Data:

Secondary data is collected from research articles, journals, books, websites, and reports related to vegetarian food consumption and dietary patterns.

5.2 Data Collection Tool

A questionnaire method is used as the data collection tool. The questionnaire includes closed-ended questions with options such as Agree, Disagree, and Neutral to measure consumer perception

- Percentage analysis
- Chi- square analysis
- annova

VI. PERCENTAGE ANALYSIS

FOOD PERCEPTION	NO OF RESPONDENT	PERCENTAGE
VEG	12	23.07692308
NON-VEG	40	76.92307692
TOTAL	52	100

Chart 4.5 preception of foods



INTERPRETATION:The chart shows the food preference of the 52 respondents. A majority of respondents, 40 individuals (76.92%), belong to the dominant food perception category, while 12 respondents (23.08%) fall into the



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other category. This indicates that most respondents share a similar food preference, with a smaller proportion representing an alternative choice.

VII. CHI-SQUARE ANALYSIS

Observed frequency table

Age group	Better taste	Low cost	More availability in restaurants	Health benefits	Environmental campaigns	Total
18-24	2	2	8	5	2	24
25-30	3	0	0	3	4	10
31-35	5	0	6	3	1	10
Above 35	0	0	3	5	0	8
Total	10	2	17	16	7	52

Expected frequency table

Age group	better taste	low cost	more availability in restaurant	health benefit	environmental campaign	Total
18-24	4.6	4.6	4.6	4.6	4.6	24
25-30	0.3	0.3	0.3	0.3	0.3	10
31-35	3.2	3.2	3.2	3.2	3.2	10
above35	1.0	1.0	3.0	3.0	3.0	8
Total	9.3	9.3	11.3	11.3	8.2	52

INTREPRETATION: There is no statistically significant between age group is based on how to encourage to consume vegetarian food

If P-VALUE is greater than 0.05 accept Null hypothesis

This indicates that encourage to consume vegetarian foods does not differ significantly across age group.

VIII. FINDINGS

- ⌊ A majority of vegetarian and vegan respondents have a highly positive perception of vegetarian food.
- ⌊ Health benefits are the main reason influencing positive attitudes toward vegetarian food.
- ⌊ Flexitarian consumers show moderate acceptance and are open to including more vegetarian options in their diet.
- ⌊ Non-vegetarian respondents are willing to try vegetarian food but often prefer it as an occasional choice rather than a regular meal.



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IX. SUGGESTION

- Increase awareness programs highlighting the health benefits of vegetarian food to attract more consumers.
- Improve the taste and variety of vegetarian dishes to encourage non-vegetarians to try them.
- Restaurants should provide more vegetarian options to increase availability and accessibility.

X. CONCLUSION

- The study reveals that most respondents have a positive attitude toward vegetarian food, especially regarding its health benefits and nutritional value.
- Health benefits are the main motivating factor for adopting a vegetarian diet.
- Taste perception plays a significant role, and many respondents believe vegetarian food tastes good or even better than non-vegetarian food.

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