A PROJECT ON

TO DETERMINE THE FACTORS AFFECTING SALES OF WAKAO FOODS PRODUCTS AND VEGAN MEAT IN INDIA AND TO UNDERSTAND THE CONSUMER BUYING BEHAVIOUR TOWARDS VEGAN MEAT

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DECLARATION

I, the student of M.B.A. Part II of Goa Business School, Goa University, hereby declare that the project entitled "To determine the reasons behind low sales of Wakao Foods products in the country." has been prepared by me towards partial fulfilment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 9th May 2022

Place: Goa University

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Name: Akshay Ramnath Ramnathker

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1. A BRIEF NOTE ON THE COMPANY

1.1 Overview of the Industry

Food processing is the transformation of agricultural products into food or of one form of food into other forms. Food processing companies in India are Britannia Industries Ltd., Hindustan Unilever Ltd., MTR Food Pvt. Ltd., Nestle India Ltd., etc.

Food Processing industry (Global)

The industry is valued over $2 trillion dollar globally and consist of 400,000 businesses.[1] The food processing market is expected to reach an estimated $4.1 trillion by 2024 with CAGR of 4.3 % from 2019 to 2024.[2]

Food processing industry (India)

India's food processing sector is the largest in the world and its output is expected to reach $535bn by 2025-26.[3] Current aggregated output is $158.69 bn. With huge customer base of 1.3bn, there is increasing demand for branded food.[4]

Vegan food production and vegan market

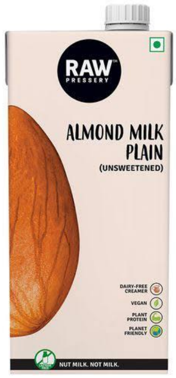
Vegan food means plant-based food avoiding all animal foods such as meat (including all types of fish), dairy, eggs and honey as well.

Veganism as a trend is growing globally, with that there are so many brands coming in the market with their plant- based alternative products. Plant based alternatives are growing in many categories from meat to egg to fish. Brands started investing heavily in the research and development to bring better and variety of products to cater their target customers.

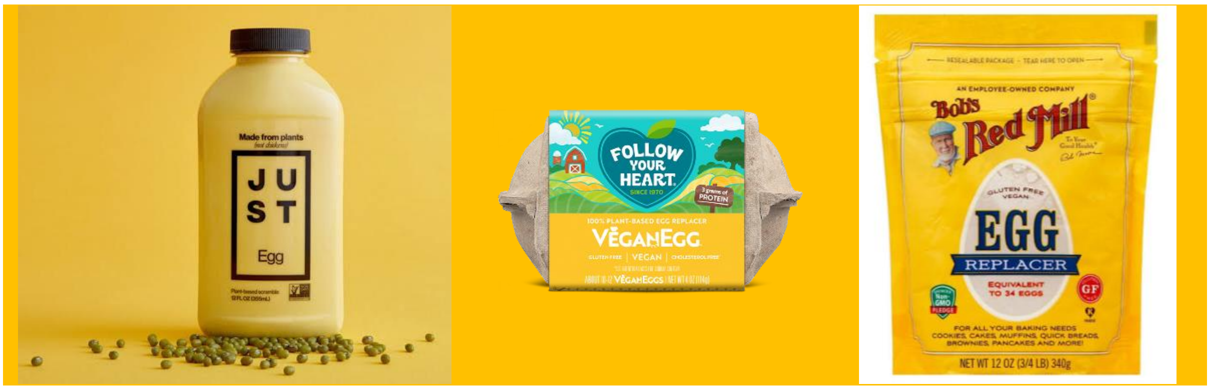
The global vegan food market reached a value of US$ 17 Billion in 2020. According to IMARC Group it will grow at CAGR of 11.4% during 2021-2026.[5]

Here are some Vegan food brands:

Vegan Milk Brands

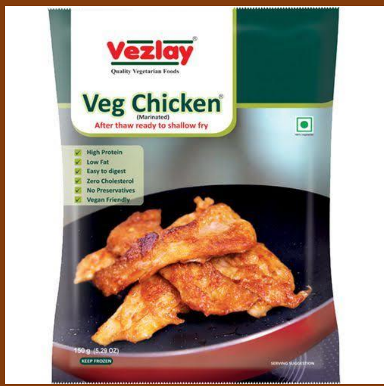


Vegan Egg Brands



Vegan Meat Brands (Global)

Vegan Meat Brands (India)



1.2 Company Profile

India is the largest Jackfruit producer in the world; producing around 1.4million tons.[6] Jackfruit is called a superfood due to its multiple health benefits and multiple ways of usage. Wakao, a Goan sustainable brand uses this superfood as their main raw material to make their food products. Currently, Wakao has 5 products in the market and 2 products ready to launch. All Wakao products have no preservatives with a shelf life of 1 year and require no refrigeration.

Wakao Foods has bagged funding of Rs. 75 lakhs for 21% equity on Shark Tank India.

Basic details

Parent Company: Dhond Group Green Infra LLP

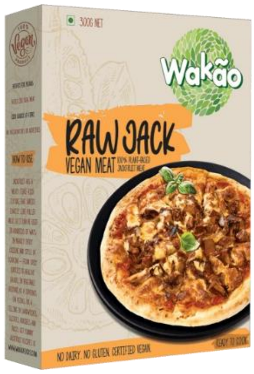
Founder and CEO: Mr. Sairaj Dhond
Sairaj began his career as a criminal lawyer but soon moved towards his true calling, sustainable entrepreneurship. After a year of trials and experimentations with some of India's best chefs, he founded Wakao. His other ventures include lighting and solar solutions brand and real estate restoration.

Company's office address: H. No. 16, 213/A, Vodlem Bhat Rd, Taleigao – Goa 403002

Wakao products Manufactured at: Artocarpus Foods Pvt Ltd (AFPL), Taliparamba, Kannur - Kerala

Products

<table>
<tr>
<td>

Teriyaki Jack</td>
<td>

Raw Jack</td>
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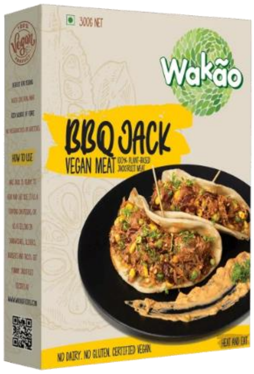
<td>

Butter Jack</td>
<td>

BBQ Jack</td>
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<tr>
<td colspan="2">

Jack Burger Patty</td>
</tr>
</table>

Company’s Strategic Tie-ups

Hilton India in partnership with Wakao Foods has launched “The Wakao Fest” across all 19 Hilton properties in India.

Wakao foods have been approved by Oberoi Centre of excellence and will introduce in their Pan India City hotels.

Wakao has tie up with Ibis group and have a rate contract for their pan India Hotels and Ibis hotels.

Wakao has created a special Jackfruit product for Ola Foods, Pan India Sales.

Wakao has partnered with Zomato Hyperpure.

2. A BRIEF NOTE ON STRATEGIC ANALYSIS

1. FIRM LEVEL ANALYSIS

1.1 VRIN ANALYSIS

Resource or Capability	Valuable	Rare	Inimitability	Non-Substitutable	Competitive advantage
Research & Development	Yes	Yes	No	No	**Temporary Competitive advantage**
Uniqueness of the products	Yes	Yes	No	No	**Temporary Competitive advantage**
Market Position	Yes	Yes	No	No	**Temporary Competitive advantage**
Brand Loyalty	Yes	Yes	No	No	**Temporary Competitive advantage**
Awareness of the brand	Yes	Yes	Challenging	No	**Strong Competitive advantage**
Supply chain	Yes	No	No	No	**Competitive parity**
Financial Resources	Yes	No	No	No	**Competitive parity**
Leadership Team	Yes	Yes	No	Yes	**Strong Competitive advantage**

1.2 SWOT ANALYSIS

Strengths

1) **Huge potential customer base in India**
   As a food processing company in India, it got a huge advantage of accessing around 1.3 bn potential customer base. In addition to that presence of around 500 million vegetarians and 5 million vegans in India gives strong target customers number to Wakao.[7]

2) **Huge Jackfruit Production**
   In the world, India is the largest producer of Jackfruit. Which is the main sole raw material for Wakao products. Though Wakao's current raw material supplier is from Kerala, if any problem occurs Jackfruit production in Kerala, then there are two other states from which Wakao can get their Jackfruit. Also, both those states are quite close to Kerala, where their current manufacturing plant exists. Those states are Tamil Nadu and Karnataka.

3) **Benefits of getting funded on Shark Tank**
   On Shark Tank India, with 3 Sharks on board Wakao got 75 lakhs of funding for 21% equity. After being on Shark Tank, Wakao grabbed a huge amount of nationwide attention. Which not only helped it in increasing brand awareness but also getting 3 Sharks on board helped in increasing brand credibility in people's eyes. Sharks who joined Wakao are Vineeta Singh, CEO and co-founder of Sugar Cosmetics, Namita Thapar, Executive Director, Emcure Pharmaceuticals and Ghazal Alagh, Founder, Mamaearth. Now, their brand image, financial resources, business strengths and corporate network will provide tremendous help to Wakao.

4) **Strong efficient team**
   Sairaj Dhond, CEO of Wakao already has good experience in running start-ups. His other ventures include lighting and solar solutions brand and real estate restoration.
   Also, his team has rich experience of working for years in their respectful niche area.

5) **Featured in big channels in electronic media, online media and offline media**
   Vegan market is growing at a fast pace. Though there are a handful of quality brands available in the market. Out of those, very few brands well known to people. On the other hand, due to featuring on Shark Tank Show, Economic Times, YourStory, Mid-day, Deccan Herald, Vogue and on many more reputed magazines and newspapers, Wakao got a huge brand awareness boost.

6) **Available on major online marketplaces**
   In addition to Amazon, Wakao has presence on multiple Vegan online marketplaces including VeganDukan, Urban Platter, Vvegano, Wellversed.

7) **Product**
All Wakao products have 1year of shelf life with zero preservatives and no refrigeration required. Also, they are 100% gluten free and completely vegan. Also, this vegan meat is not lab-made vegan meat nor is it made from soya beans. Mentioning soya beans because soy is among 8 most common foods inducing allergic reactions in children and adults. Wakao products are completely natural of which the main raw material is Jackfruit. Jackfruit has a unique meat-like texture, very high in fiber plus low in calories, fat and carbs. So, these qualities create an edge over other brands. There are very few quality brands like Urban platter and Better which are making vegan meat from Jackfruit.

8) **Strong relationship with their main raw material producers, farmers.**
As Wakao is supporting indigenous agri-practices and fair prices for farmers. As an early-stage company, good relations with farmers will help them in the long run.

Weakness

1) **Price of the Product**
Wakao's price of the product lies between Rs. 300 to Rs. 350 for 300gm products and Rs. 400 for 600gm products. As per the customer's response, they find it costly. Though comparing with brands like urban platter which gives 300g for Rs 345 it doesn't sound overpriced but comparing with Better which gives 400g for Rs.225 it does sound costly. Also, people compare it with the real chicken which you can get for around Rs 200 and meat for around Rs. 300.

2) **Taste**
Wakao's vegan meat taste is not so close to meat. Though, it is a similar condition of other brands as well.

3) **New emerging market and less experienced company**
Vegan trend is just in its early era. Even though the potential customer base is there, the market is quite unexplored. On the other hand, Wakao is just 1year old start-up and quite in its early stage. So, in front of big players like Beyond Meats, Impossible Foods, Blue Tribe Foods it is quite a challenge to stand before them.

4) **Location**
Company is situated in Goa. It is a small state and doesn't have a proper corporate and industrial environment like Mumbai, Kolkata, Hyderabad and Bangalore. Hence it is difficult here to find right talented employees, raw materials, investors, industry partners, and other crucial things to run a business.

5) **Less Protein contents**
In 100 grams of chicken has around 31 grams of protein. In 100g beef its around 28gram. But in Wakao's vegan meat protein content is around 1g – 2.5g. For people, animal meat is one of the main sources of complete protein. Other sources also include animal-based foods like eggs, fish and dairy foods. So, for vegan meat it is

important to have good amount of protein in it to become a strong alternative for meat.

Opportunities

1) **Rising Vegan trend in the world**
Vegan trend is on the rise, here's some data to show that:
   - Vegan trend searches increased by 47% in 2020 according to the data from Google AdWords.[8]
   - In UK searches for vegan restaurants have tripled in the last 4 years, from 60K searches per month in 2017 to 200K searches per month in 2020.[9]
   - In Germany vegans number doubled from 1.3 million in 2016 to 2.6 million in 2020.[10]
   - In 2020 sale of plant-based foods in the US spiked by 90% and plant-based meat by 148% compared to last year sale.[11]
   - In Europe vegan restaurants increased from 85 in 2007 to 2500+ in 2019.[12]

   Looking at this data there is a huge market out there and it's growing year by year. The global vegan food market reached a value of about $15.4 bn in 2020 and is expected to grow at a CAGR of 9% in the forecast period of 2021 – 2026.

   India is also witnessing a vegan trend. The country already has around 5 million vegans. In addition to that many vegan brands are emerging to be a part of this vegan trend. The Indian meat substitute Market is estimated to reach over $47.57 million in value terms by the end of FY2026 which has CAGR of 7.48%.[13]

2) **Celebrities around the world show tremendous interest in this vegan trend.**
There are a lot of Vegan Celebrities around the world. Which are not only following vegan diet but promoting it in this vegan trend, making it rise at high pace. Joaquin Phoenix even gave his powerful Oscar acceptance speech slamming the cruel dairy industry and urged people to adopt a plant-based diet. Harry Potter actress Evanna Lynch is running a podcast, named "Vegan Podcast". These celebrities are influencing people to choose vegan life. India also has celebrities like Kangana Ranaut, Aamir Khan, R. Madhavan, Sonam Kapoor and many more who embrace veganism. Companies are also using these celebrities' vegan image to promote their brands. As, celebrity influence over society does help in sustaining vegan trends and convincing people to go vegan.

3) **Government and International organisations promoting Vegan products by introducing policies and support.**
   - FSSAI launched Green Coloured "V" Logo to denote Vegan food products.
   - The Indian Government also released a poster endorsing the benefits of a plant-based diet.
   - PETA urges people to use vegan products by different methods like introducing PETA's vegan logo, through ads, etc.

4) **Increasing numbers of online vegan marketplaces.**
   There are so many online marketplaces other than Amazon, Flipkart which are helping brands to promote and distribute their vegan products around the nation and beyond it like vegandukan, Vvegano, UrbanPlatter, vbazaar, VeganMall, Nature's Soul, GreendIndia, bigbasket, GTFO, vegankind, Vejii, Plant based grocery, Vegan Black Market and many more. Wakao products are available on Amazon.in, GreendIndia, VeganDukan, UrbanPlatter, VeganMall, Nature's Soul and are adding many more online marketplaces in their list. These online marketplaces are helping brands to cater customers over Pan-India much more easily.

Threats

1) **Entering Foreign Players in the Indian Market**
   Beyond meat which has a valuation of billion dollars has entered in the Indian market. Also, there are other big players like Impossible foods, Gardein, Just Like can enter anytime in the Indian market. As they are already established brands in various countries, it will create tough competition for Wakao.

2) **Many new brands are emerging in the market**
   As Vegan trend is rising at high speed, the vegan meat trend is growing at a even higher pace. In recent time, many new vegan meat brands have emerged in the market. Even ITC like big brands are ready to enter in the vegan meat world. This market is not so explored and too many brands at this early era of vegan meat might create quite high competition for start-ups like Wakao.

3) **Big players can enter in this vegan meat game**
   As mentioned in the above point ITC is about to enter in this market. So, in the future there are chances that other brands like ParleAgro, Britannia, etc. can enter in the market with their vegan meat products.

4) **Meat like vegan meat**
   At present not a single company is able to produce exact meat like vegan meat, with the same price as meat. Though some companies like Beyond Meat and Impossible Foods have reached quite close to the meat, still there is a long way to go with respect to price and taste for convincing target customers. These companies are continuously doing research for giving the perfect substitute of meat to their customers. So, if anyone succeeds then he might easily disrupt and capture this market.

2. INDUSTRY ANALYSIS

2.1 PORTER 5 FORCES ANALYSIS

Threats of New Entrants - High

As the market is new and growing at a rapid pace, there are a lot of opportunities for new players to enter. Some quality brands out there are famous celebrities Ritesh and Genelia Deshmukh's Imagine Meats founded in Sept-Oct 2021, Blue Tribe foods founded in November 2020, Wakao in October 2020. Most of the brands are 1-2 years old and in their early stage. So, there is a lot of space and opportunities for new brands to enter in this market.

Threats of Substitute Goods - High

The vegan meat industry is full of substitute products. Vegan meat is itself a substitute for animal meat. There is a lot of research going on in this industry. Currently vegan meat products are soy made, jackfruit made, lab processed meat and many more. Some vegan meat contains potato and beans, then others contain soy protein, pea protein and sunflower oil. There are so many substitute products in this industry.

Bargaining Power of Suppliers- Low to medium

For plant-based meat companies, most of the raw materials come from farms. As for Wakao, the raw material is Jackfruit. Wakao gets Jackfruit from Kerala and it's a state fruit of Kerala. With Kerala their neighbouring states Tamil Nadu and Karnataka produce Jackfruit in a large quantity. So, for Wakao, getting Jackfruit is not an issue. Wakao also supports indigenous agri-practices and fair prices for farmers. This helps in developing good relation with farmers. But there are companies which uses soy protein, pea protein, sunflower oil etc. Many of these items India has to import from outside. Also, due to certain conditions suppliers might raise the price of the item. For example, India's 2021-22 soybean output seen falling around 16.6% to 10.8 million mt. India harvested 12.9 million mt of soyabean in MY 2020-21. India is also the largest importer of soyabean oil in the world. With this, prices of cooking oil are set to soar in India as a result of the ongoing crisis between the two top producers and exporters of sunflower oil – Russia and Ukraine. So, like this there are certain conditions like drought, flood or any other crisis more bargaining power goes in the hands of the supplier.

Bargaining Power of Customers - High

So many brands are coming in the market with varieties of options from ready to eat, ready to cook to soy made, lab made, jackfruit made and many more. Customers are getting more and more options day by day. On the other hand, brands have to convince customers to choose their brand not only over other brands but to non-vegetarians also over major competitor, animal meat. So definitely customers have a high bargaining power.

Competitive Rivalry Within the Industry - Medium

At present there is not a single market leader in this industry in the market. Market is filled with many good but small brands. Currently competition in the brands is to give meat substitute, best in the market and to convince customers to go for their vegan meat. So, competition in the brands is moreover to establish and settle themselves in the market. A bigger challenge is to convince customers to go for vegan meat by giving them right product. Though as more and more foreign players will enter in India then that will create tough competition in the market.

2.2 PESTLE ANALYSIS

Political

1) The FSSAI has come up with the proposal bringing into action Food and safety standards (Vegan Foods) Regulations, 2021. In that FSSAI introduced their logo for Vegan Foods. So, now there are special regulations for vegan brands which will help consumers as well as manufacturers in terms of authenticity as vegan food. FSSAI also released a poster endorsing the benefits of a plant-based diet.
2) The Government of Canada committed a $100 million investment in the plant-based meat sector.[14] The German Government even banned meat in all government functions in 2017. They also have invested in a three-year research grant for plant-based meat. According to the Federation German Meat Industry (BVDF), meat consumption has fallen drastically in Germany.[15] So, like this in many ways all around the world, Governments are promoting Vegan products.
3) Companies have to look after Government environmental regulations, custom duty, taxation, Government regulations, policies and schemes for food and especially for vegan food.

Economical

1) The global vegan food market reached a value of about $15.4 bn in 2020 and is expected to grow at a CAGR of 9% in the forecast period of 2021 – 2026.
2) As for vegan brands, the main raw material comes from farms, due to some reasons like drought, flood, etc. prices can go up resulting in increasing cost in making products. A situation like the Ukraine – Russia war crisis, which impacted supply of many food products from those countries will affect many food industries in India. For example, Russia is a largest wheat exporter, also around 90% of the sunflower oil is exported from Russia (20%) and Ukraine (70%). Official statistics estimated that during April-December, nearly 65% of India's imported around $2 billion of sunflower oil seeds is from Ukraine.[16]

Social

1) Many big brands are adding vegan food products in their menu. McDonald's is creating a plant-based line called "McPlant". In November 2021, Pizza hut became the first major company in the U.S. to add plant-based meat to its menu. Starbucks ties up with Impossible Foods to sell a new plant-based breakfast sandwich on revamped summer menu.

2) Many international celebrities chose vegan or vegetarianism diet like Oscar winning actor Joaquin Phoenix, Singer Billie Eilish, Hunger Games actor Woody Harrelson, Harry Potter actress Evanna Lynch, 25 Grammy award winning musician Stevie Wonder, Five-time Formula 1 champion Lewis Hamilton, X-Men and James Bond actor Alan Cummings, Singer Sia, Game of Thrones actor Peter Dinklage, actor and comedian Russel Brand, Spiderman star Tobey Maguire and many more.

   Indian celebrities chose vegan or vegetarianism diet like Actress Kangana Ranaut, Actor Aamir Khan, Actress Sonam Kapoor Ahuja, Football Player Sunil Chettri, Olympian Golf Player Aditi Ashok, Actress Aaliya Bhat, Actor R. Madhavan, Actress Anushka Sharma and many more

As celebrities have a big influence over society, choosing a vegan lifestyle do motivate people to go for vegan foods.

3) Many new vegan dedicated restaurants have been opened in recent years. In Europe, vegan restaurants increased from 85 in 2007 to 2500+ in 2019.
4) Vegan trend searches increased by 47% in 2020 according to the data from Google AdWords. In the UK searches for vegan restaurants have tripled in the last 4 years, from 60K searches per month in 2017 to 200K searches per month in 2020.
5) There are so many vegan groups are there which are promoting and giving support to vegan lifestyle
    - Vegan Mumbai - 8.4K members on Facebook page
    - Pune Vegans - 1.9K members on Facebook page
    - Vegan Bangalore - 5.2k members on Facebook page
    - Vegans of Chennai - 1.8K members on Facebook page
    - Vegan in Kolkata - 493 members on Facebook page
      and many more

    Some of these groups organise offline and online meetups, discussions, debates and promote vegan products.

Technological Factors

1) Research and development in this industry is continuously advancing day by day. On one hand brands are trying to improve their vegan meat and on the other hand they are trying to cater the market with their new meat substitute products.
2) Social media has played an important role in the growth of this industry. Many celebrities post content about their vegan life. Evanna Lynch even run podcast named "vegan podcast". Many vegan groups have their presence on different social media channels. Most of the brands also have their social media channels on which they put content and even advertise and promote their brand. Beyond Meat also has a YouTube video for which they worked with Kevin Hart, Liza Koshy, Chris Paul, Nikki Bella, Snoop Dogg, Jordana Brewster. Brands also work with social media influencers to promote their brands. Wakao chose Vegan Tennis Player Vishwajeet Sagle as their Brand ambassador and they worked with him to create some social media content. Wakao has their strong presence on various social media channels, especially on Instagram and Facebook.

Legal Factors

1) In India, companies must follow the Food Safety and standards Act, 2006. In which comes regulations for packaging and labeling, signage and customer notices, licensing registration and health and sanitary permits, penalties, etc.[17]
2) Companies should follow Labour laws, as labour is the greatest asset for any organisation. Labour laws are imposed by the State as well as the Central Government.

3) India’s import and export system is governed by the Foreign Trade Act 1992 and India’s Export Import Policy. Same way when exporting in other country it is important to know about that country’s import policies.[18]
4) Companies should consider Tax laws and rules.
5) Every company in India must work on the basis of Indian Company Law i.e., Companies Act 2013. The Act regulates incorporation of a company, responsibilities of a company, directors, dissolution of a company.

Environmental Factors

1) Studies have shown that it takes 15,500 litres of water to produce 1 kg beef, and it takes 1500 litres to produce 1kg of wheat. It takes 180 litres for 1 kg tomatoes and 250 litres for 1 kg potatoes. Sheep meat takes around 10,500 litres, Pork takes around 10,500 litres and Chicken meat 4325 litres. As compared to vegan food, animal meat takes a lot of water to produce 1 kg of food.
2) Wakao’s main raw material Jackfruit needs 967 litres of water to produce 1 kilogram of fruits / 116 gallons of water used to produce 1 pound of fruits, which is quite low-level water footprint. Also, it produces 0.9 kg CO_2e to produce 1 kilogram or 2.2 pounds of fruits, a car driving equivalent of 2 miles or 3.25 kilometres. [19]
3) As one study published in Frontiers in sustainable food system estimate that plant-based meat uses 41 percent less land than poultry, 82 percent less land than fish farming, 77 percent less land than pig farming, 89 percent less than beef from dairy cows and whopping 98 percent less than beef herds.[20 (1)]
4) As per Stephanie Feldstein, director of the population and sustainability program at the Centre for Biological Diversity, Beyond [Meat] and Impossible Burgers, produce about 90 percent fewer greenhouse gas emissions in comparison with beef, reduce land use by at least 93 percent and water use by 87 percent to 99 percent. They also generate no manure pollution.
5) There are also environmental concerns over plant-based meat. According to Mark Hyman, MD, the author of Food Fix, of the one trillion tons of carbon in the atmosphere, about 30 to 40 percent, or 300 billion–plus tons, is caused by the damage to the soil, and the current growing of industrial crops is contributing to that problem.[20(2)]

3. PROJECT QUESTIONS

1. How many people are well aware about the plant-based alternative to animal-based products like Meat, Egg, Milk, etc.? And how much do they know about the same?
2. How many people are aware of the Wakao brand?
3. What are the factors affecting the buying behaviour of customers towards Vegan meat?

4. LITERATURE REVIEW

<u>Xiaoou Tang & Tania Mousel, (2016)[4]</u>
The question research paper answer is:
"What are the driving factors and barriers influencing Swedish consumers' behavior towards plant-based alternatives to meat and dairy?"
It focuses on Sweden and the growing vegan and vegetarian demand in the mostly meat- and fish-eating tradition of the nation.

<u>Wasib B Latif, Md. Aminul Islam and Idris Mohd Noor (2014)[5]</u>
This paper suggests how brand awareness can and should be built and managed in today's marketing environment. Researchers started by considering the significance of brand and branding. Next, they provide components of building brand awareness that may be treated as brand awareness programs for which the modern marketing environment has changed.

<u>Zarlish Shahid, Tehmeena Hussain and Dr. Fareeh aZafar (2017)[6]</u>
This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumers to buy that brand.

<u>Suraiya Ishak & Nur Faridah M. Zabil (2012)[7]</u>
This article examines the relationship between consumers' awareness and knowledge to effective consumers' behaviours. This study employs survey techniques to measure three variables comprising of consumer awareness, knowledge and behaviors.

<u>Dr. A. Ananda Kumar (2016)[8]</u>
The research paper attempts to find the various determinants of customer buying behavior at Srinivasa Motors. Results are found with the use of various statistical tools. This research paper is useful to the marketers to understand the interest of the customers.

4. PROJECT OBJECTIVES

1. To determine awareness of the brand and vegan meat in the various major cities of India.
2. To understand the buying behaviour of consumers in various cities of India.
3. To find the determinants of consumer buying behaviour towards vegan meat.

5. PROJECT METHODOLOGY

Wakao’s is selling their products all over India either through distributors to retailers or from company to retailers or direct to customers from online marketplaces and from Company website. Other than Goa, Wakao’s majority of sales revenue comes from major cities of India which are Mumbai, Bangalore, Chennai and Delhi. Even though these cities are contributing a major amount of revenue, still it is far less than their true potential of generating a decent revenue for Wakao.

To know the reasons behind low sales of Wakao I am majorly considering two things, which are 1) Awareness of brand and vegan alternatives to animal-based products and 2) To understand Consumer behaviour towards buying vegan meat or plant-based meat.

For this I’ll use Exploratory market research. Exploratory research helps in providing insights into and an understanding of the problem faced by the researcher. The scope of the study is limited to Mumbai, Bangalore Chennai, Delhi and Goa. Target population will be the people of any age living in those cities. The sampling technique in this study will be a simple random sampling method. Data will be collected with the help of a structured questionnaire as a Google form distributed through emails, WhatsApp and Facebook posts to the potential respondents. There are many Facebook groups available of the mentioned cities created by locals related to many cultural, social, educational and political topics which will help us to reach a significant number of potential respondents.

6. PROJECT DATA ANALYSIS

Managerial Problem

To determine the factors behind the low sale of Wakao Foods products in India.

Research problem

To determine awareness of Wakao brand and vegan meat and also to understand consumer buying behaviour towards vegan meat in 4 places Goa, Mumbai, Chennai and Bangalore.

Objective of study

1. To determine awareness of the brand awareness of Wakao in the various major cities/places of India.

2. To determine awareness of vegan meat in the various major in India.

3.To find the determinants of consumer behaviour towards food preferences

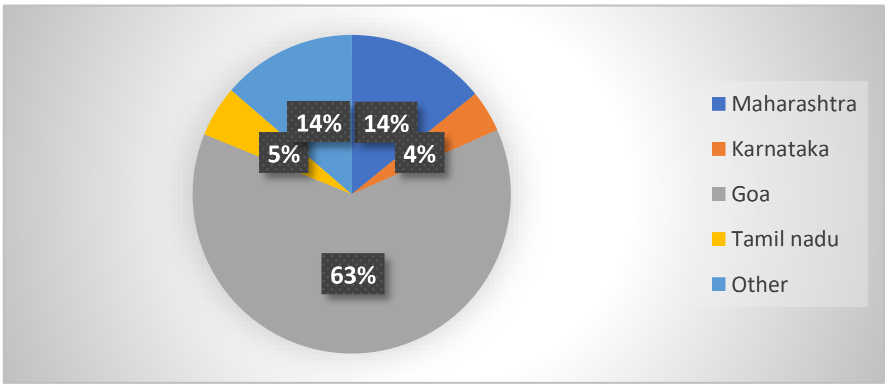
4. To understand buying behaviour towards vegan meat.

Research Method

Exploratory Research

Analysis of responses

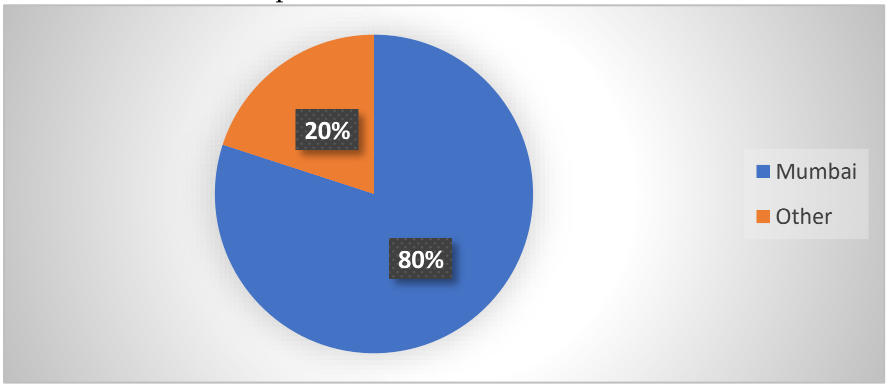
1) **From below which state/UT you live in**
212 Responses



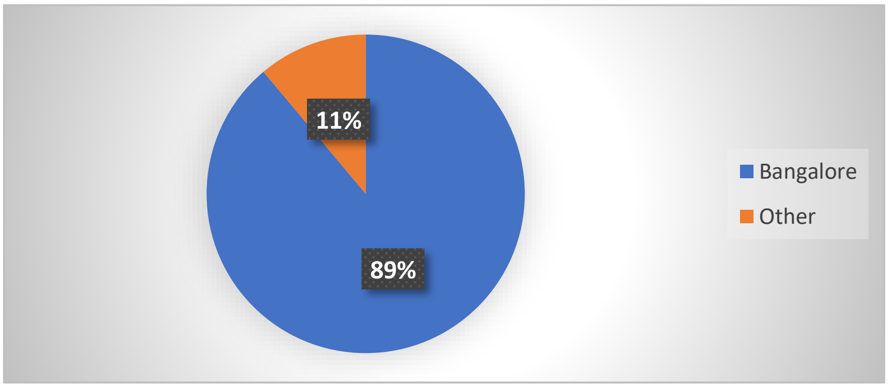
This is a demographic nominal question. This question helps in identifying respondent's residing state. As focussed states for this survey were Maharashtra, Karnataka, Goa and Tamil Nadu. 62.7% (133) respondents were of Goa, 14.3% (30) of Maharashtra, 5.2% (11) Tamil Nadu, 4.3% (9) Karnataka and from other states 13.8% (29) people filled this survey form. Though it was easy for me to get responses from Goa as my home and residence state, I put equal efforts in getting responses from other 3 states through phone calls, emails, Facebook post, Facebook groups, WhatsApp messages, through relatives, friends, etc. Out of which only from Maharashtra I got considerable responses, which are 30. Reason could be also as according to India Today article Tamil Nadu is the 4th highest and Karnataka 5th highest state in India in proportion of non-vegetarians present. Tamil Nadu has 97.8% of non-vegetarians, which is 4th highest in the country. Karnataka has 79.1% non-vegetarians in the state. On other hand, Maharashtra has 59% of non-vegetarians, which is comparatively quite lower than above two states. No information available for Goa in this report So this might be one of the reasons I got at least some responses from Maharashtra and very few from Tamil Nadu and Karnataka for this survey with my limited resources.

2) Which city do you live in?

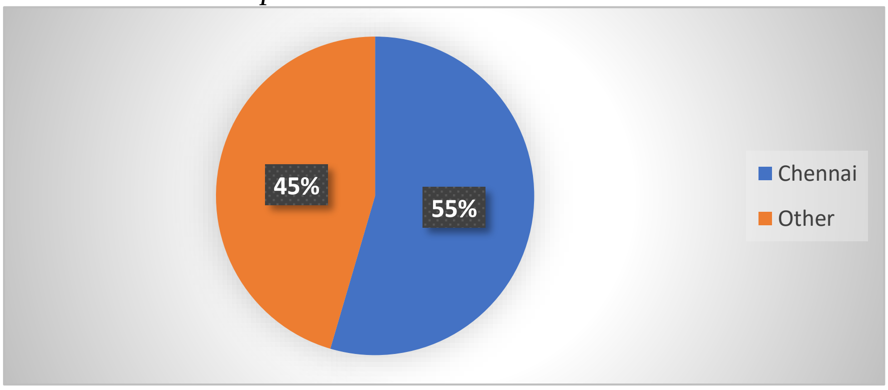
Maharashtra: 30 Responses



Karnataka: 9 Responses

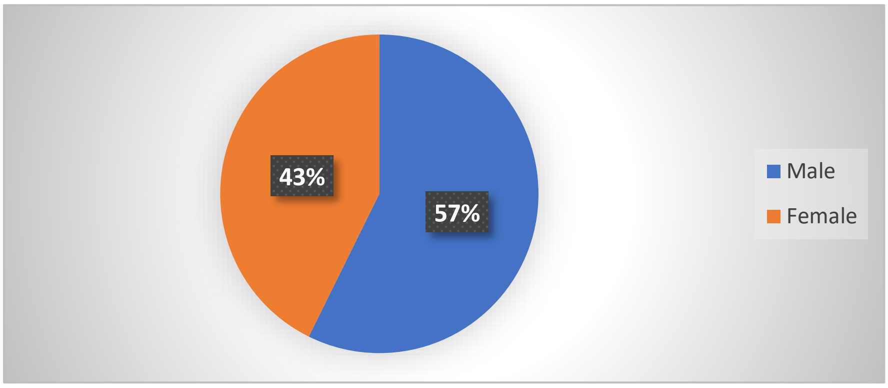


Tamil Nadu: 11 Responses



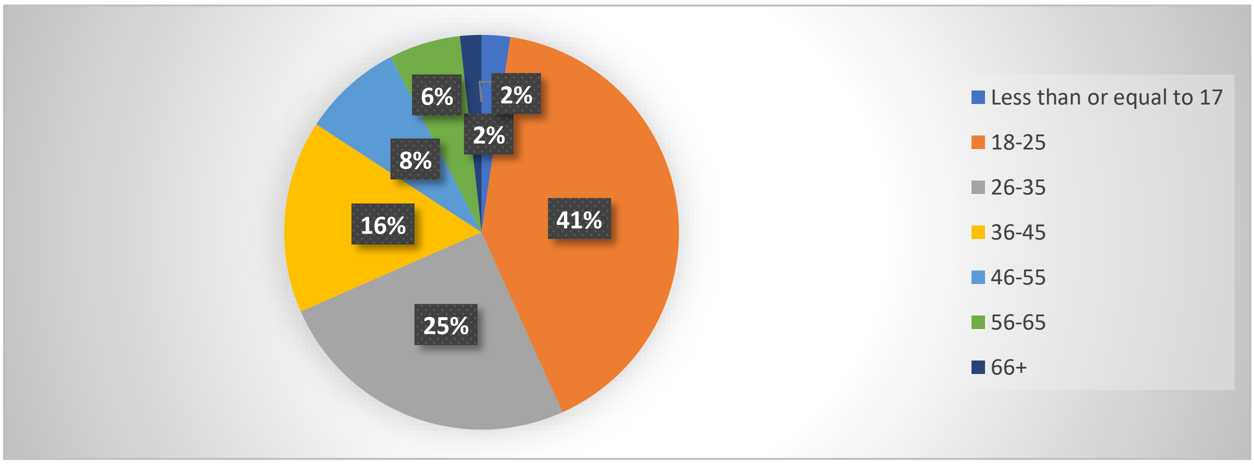
As per the previous question's options I gave respondents above options to answer this question. This question also falls under demographic and nominal category. As seen in above charts from Maharashtra 80% (24) respondents were from Mumbai, Karnataka 88.9% (8) from Bangalore, and Tamil Nadu 54.5% (6) from Chennai. We got respondents from Goa in previous question and here we get respondents of our 3 cities where this whole survey is targeted.

3) **Gender**
171 Responses



This is a demographic question of nominal scale. Here 98 (57.3%) males and 73 (42.7%) females answered this question. Out of those, from Goa 74 males and 59 females, Mumbai 10 females 14 males, Bangalore 3 females 5 males, Chennai 1 female 6 males. More numbers of males answered this survey as compared to females. Overall, this survey got quite good proportion from both sides to study all the objectives we mentioned.

4) **What's your age?**
171 Responses



This is a demographic, ratio scale question. From total 171 responses majority of responses (70) are from 18-25 age group. We got 43 responses from 26-35 group and 27 from 36-45 age group. Then from middle age adult group 14 from 46-55 and 10 from 56-65 age group. 2

respondents answered the form from 66+ and 4 respondents answered from below or equal to 17 age group.

In this survey, at many places age groups are referred with some terms as mentioned below:

Below or equal to 17	Minor age group
18 - 25	Young adults
26 – 45	Adults
46 – 59	Middle age adults
60+	Old Adults

As per states, age wise distribution with gender is mentioned in below tables:

Chennai		
No. of males/females	Gender	Age
1	Male	18 - 25
1	Female	18 - 25
1	Male	26 - 35
2	Males	36 - 45
1	Male	56 - 65

From age group 18-25, 26-35 and 56-65 we got 1 male respondent from each and 2 respondents from 36-45. The only Female respondent from Chennai is from 18 -25. Here, we didn't get any respondent from 65+ groups. Our 83.3% of respondents are of young adults and adults. Out of which 50% falls under 35 ages.

Bangalore		
No. of males/females	Gender	Age
2	Males	18 - 25
2	Females	26 - 35
2	Males	36 - 45
1	Female	36 - 45
1	Male	46 - 55

Here, we have 2 Male respondent from age group each from 18-25 and 36-45, 2 female respondents from age group 26-35. Then, 1 female respondent from age group 36-45 and 1 male respondent from 46-55. Here, we didn't get any respondent from 56-65 and 65+ groups. Our majority of respondents i.e., 7 out of 8 are young adults and adults. Out of that, 50% respondents are of below 35 years age.

Mumbai		
No. of males/females	Gender	Age
1	Female	Less than or equal to 17
1	Male	Less than or equal to 17
6	Female	18 – 25
4	Male	18 – 25
5	Male	26 – 35
1	Female	26 – 35

3	Male	36 – 45
1	Male	46 – 55
2	Female	46 – 55

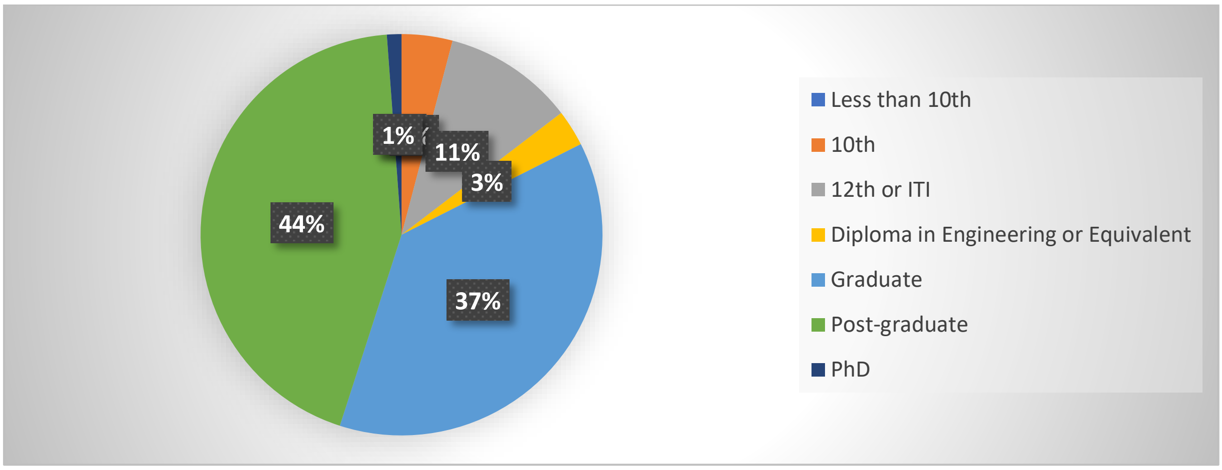
From Mumbai respondents 50% are pre- young adults or adolescence and young adults i.e., less than or equal to 17 and 18-25. Majority of female respondents i.e., 6 out of 9 are of 18-25 age category.

Goa		
No. of males/females	Gender	Age
1	Female	Less than or equal to 17
26	Female	18 – 25
15	Female	26 – 35
9	Female	36 – 45
5	Female	46 – 55
3	Female	56 – 65
1	Male	Less than or equal to 17
30	Male	18 – 25
19	Male	26 – 35
10	Male	36 – 45
5	Male	46 – 55
6	Male	56 – 65
3	Male	66+
133	Total	-

From Goa we got maximum respondents which are 132. In that, young adults (18-25) cover 42.1 % and Adults (26- 45) around 39.8%. 83.5% respondents are of below 45 years of age. We managed to get response of 12 people of above 56 years of age. We got only 1 response of less than or equal to 17 years of male and female each. As most of the survey happened through social media we got youths, young adults' response much more than older people. Also, majority of my contacts, friends, relatives are of 18+, we got quite less respondents in below 17 age group. Though also, as per the comments I got on this survey from some of my friends, classmates and colleagues at work, it might be possible that below 17-year-olds found this survey questionnaire a bit difficult to understand.

5) Education

171 responses



This is a demographic question of nominal scale. Responses in total are 171. Around 43.8% (75) respondents are post-graduates, 37.4 % (64) are graduates, 2.9% (5) have earned Diploma or equivalent education, and 2 people (1.2%) have PhD. Here, 85.3% (146) respondents are qualified with at least degree or diploma in hand. 77 (45%) respondents are highly qualified with post-graduate degree or PhDs. Based on these qualifications we can assume that majority of our respondents are well studied and has higher decision-making skill. We also got 4.1% (7) respondents having at least metric and 10.6% (18) having 12th or ITI qualification. We got no non- metric respondents. If we consider only academic education, we can assume that all respondents are quite abled people with good decision-making skill which is plays very important part in the consumer buying behaviour.

GOA

Female

Age Categories	Qualification	No. of respondents
Less than or equal to 17	12th or ITI	1
18-25	12th or ITI	2
	Graduate	14
	Post -Graduate	10
26-35	10th	1
	Diploma in engineering or equivalent	1
	Graduate	5
	Post -Graduate	8
36-45	10th	1
	Diploma in engineering or equivalent	1
	Graduate	1
	Post – Graduate	6
46-55	Graduate	1
	Post – Graduate	4
56-65	10th	2
	Graduate	1
Total		59

From Goan female respondents 28(47.5%) are postgraduates, 22 (37.2%) are graduates. Highest numbers (24) of graduates and post-graduates are young adults (18-25) and second highest numbers (20) are from adults. From age category Less than or equal to 17 only female respondent has selected qualification as 12th or ITI. That says, she just passed out from higher secondary or ITI.

Male

Age Categories	Qualification	No. of respondents
Less than or equal to 17	12th or ITI	1
18-25	Diploma in engineering or equivalent	1
	Graduate	13
	Post -Graduate	16
26-35	Graduate	8
	Post -Graduate	11
36-45	10th	1
	12th or ITI	2
	Graduate	2
	Post -Graduate	5
46-55	12th or ITI	1
	Diploma in engineering or equivalent	1
	Graduate	2
	Post -Graduate	1
56-65	12th or ITI	2
	Diploma in engineering or equivalent	1
	Post -Graduate	2
	PhD	1
66+	10th	1
	12th or ITI	1
	Graduate	1
Total		74

From Goan male respondents 47.3% (35) are post-graduates and 35.1% (26) are graduates. Highest numbers (29) of graduates and post-graduates are from young adults and second-highest numbers (26) are from adults. From age category Less than or equal to 17 only female respondent has selected qualification as 12th or ITI.

If we compare both male and female respondents based on academic education then we can see male graduates (37.9%) and post-graduate (46.5%) proportion are slightly more than female graduates (35.1%) and post-graduates (47.5%). Surprisingly, both from male and female respondents around 74% are post-graduates and graduates.

Maharashtra

Female

Age Categories	Qualification	No. of respondents
Less than or equal to 17	12th or ITI	1
18-25	12th or ITI	2

	Graduate	4
26-35	Post -Graduate	1
46-55	Graduate	2
Total		10

From Maharashtrian female respondents 60% (6) are graduates, 30% have completed 12^{th} or ITI and 1 respondent is post-graduates. Out of 6 graduates 4 are from 18-25 age group and 2 from 46-55 age group.

Male

Age Categories	Qualification	No. of respondents
Less than or equal to 17	12^{th} or ITI	1
18-25	12^{th} or ITI	2
	Graduate	2
26-35	Post -Graduate	3
	Graduate	2
36-45	12^{th} or ITI	1
	Graduate	1
	Post -Graduate	1
46-55	Post -Graduate	1
Total		14

From Mumbai male respondents 35.7% (5) are post graduates, 35.7% (5) are graduates and 26.6% (4) have cleared 12^{th} or ITI. All graduate respondents are under 45 years age. Out of 4 12^{th} or ITI, 3 are under 25 years age.

Chennai

Gender	Age Categories	Qualification	No. of respondents
Female	18-25	Graduate	1
Male	18-25	Graduate	1
	26-35	Post -Graduate	1
	36-45	Post -Graduate	2
	56-65	PhD	1
		Total	6

From Chennai we have 1 female graduate respondent and 1 male graduate respondent. 1 post graduate from 26-35 years age group and 1 post-graduate from 36-45 age group. Only PhD male respondent is from 56-65 age group. All respondents are quite qualified, 50% (3) respondents are having post-graduate degree.

Bangalore

Gender	Age Categories	Qualification	No. of respondents
Female	26-35	10^{th}	1

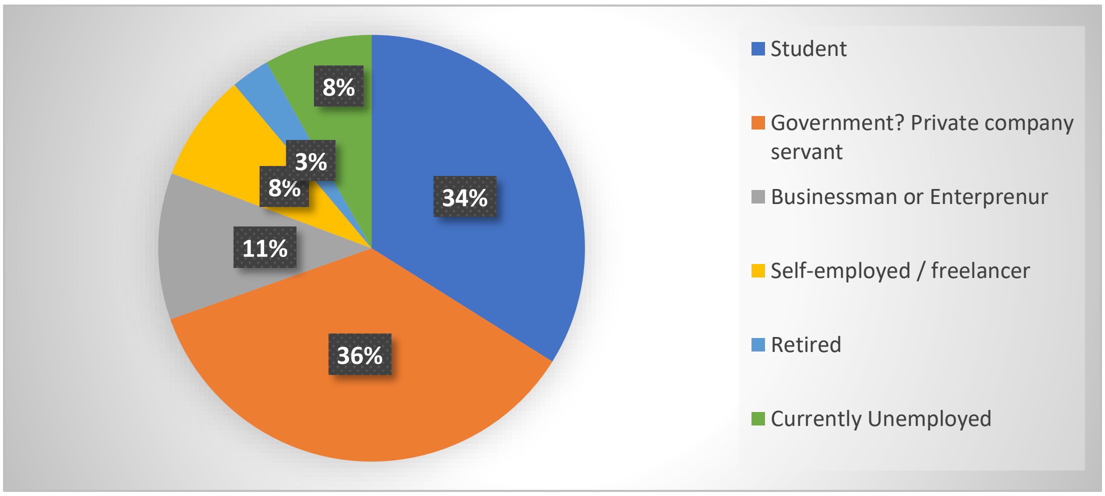
		Post – Graduate	1
	36-45	Graduate	1
Male	18-25	12th or ITI	1
		Graduate	1
	36-45	Post -Graduate	2
	46-55	Graduate	1
Total			8

From Bangalore, age group 26-35 one female respondent has cleared metric and another one is post-graduate. From age group 36-45 one female respondent is graduate.

From age group 18-25, one male respondent has completed 12th or ITI, another one is graduate. There are two respondents from age group 36-45 with postgraduate degree. Only male respondent from age group 46-55 has graduate degree. Here also, most of the respondents are graduate or post graduate.

6) Profession

171 Responses



From the total respondents, 35.6% (61) are government or private servants, 33.9% (58) are students, 11.1% (19) are Businessman or entrepreneurs, 8.2% (14) are self-employed or freelancers, 8.2% (14) are unemployed and 2.9% (5) are retired. From this obtained data of profession, we can consider solely on this are: -

1) Unemployed spends less or their spending ability depends on some other person/s's earning/s.
2) Same way as Unemployed, student's spending ability generally depends on their parent's earnings and pocket money they get to spend.
3) Normally, a retired person's spending ability depends on his pension or cash inflow he/she gets after retirement, savings, his/her health condition and other his/her other priorities in life.
4) Other than above people other professions spending ability depend on their earnings.

Though spending money is mostly depended on person's nature, responsibilities and his/her priorities.

Goa

Female

Age Categories	Qualification	Profession	No. of respondents
Less than or equal to 17	12th or ITI	Student	1
18 - 25	12th or ITI	Student	2
	Graduate	Currently Unemployed	1
		Government / Private company Servant	5
		Student	8
	Post-graduate	Student	10
26 - 35	10th	Currently Unemployed	1
	Diploma in Engineering or Equivalent	Currently Unemployed	1
	Graduate	Government / Private company Servant	4
		Self- employed / freelancer	1
	Post-graduate	Businessman / Entrepreneur	1
		Currently Unemployed	3
		Government / Private company Servant	5
		Self- employed / freelancer	1
36 - 45	10th	Currently Unemployed	1
	Diploma in Engineering or Equivalent	Government / Private company Servant	1
	Graduate	Government / Private company Servant	1
	Post-graduate	Government / Private company Servant	4
46 - 55	Graduate	Currently Unemployed	1
	Post-graduate	Self- employed / freelancer	4
56 - 65	10th	Businessman / Entrepreneur	1
	10th	Currently Unemployed	1
	Graduate	Government / Private company Servant	1

Male

Age Categories	Qualification	Profession	No. of respondents
Less than or equal to 17	12th or ITI	Student	1
18 - 25	Diploma in Engineering or Equivalent	Student	1
	Graduate	Businessman / Entrepreneur	1
		Government / Private company Servant	7
		Student	5

	Post-graduate	Businessman / Entrepreneur	1
		Government / Private company Servant	2
		Student	13
26 - 35	Graduate	Currently Unemployed	1
		Government / Private company Servant	6
		Student	1
	Post-graduate	Currently Unemployed	2
		Government / Private company Servant	6
		Student	3
36 - 45	10th	Government / Private company Servant	1
	12th or ITI	Businessman / Entrepreneur	1
		Government / Private company Servant	1
	Graduate	Government / Private company Servant	1
		Self- employed / freelancer	1
	Post-graduate	Businessman / Entrepreneur	3
		Government / Private company Servant	1
		Self- employed / freelancer	1
46 - 55	12th or ITI	Government / Private company Servant	1
	Diploma in Engineering or Equivalent	Self- employed / freelancer	1
	Graduate	Government / Private company Servant	2
	Post-graduate	Businessman / Entrepreneur	1
56 - 65	12th or ITI	Retired	2
	Diploma in Engineering or Equivalent	Retired	1
	PhD	Businessman / Entrepreneur	1
	Post-graduate	Self- employed / freelancer	1
	Post-graduate	Government / Private company Servant	1
66+	10th	Self- employed / freelancer	1
	12th or ITI	Retired	1
	Graduate	Retired	1

Maharashtra

Female

Age Categories	Qualification	Profession	No. of respondents
Less than or equal to 17	12th or ITI	Student	1
18 - 25	12th or ITI	Student	2
	Graduate	Student	4

26 - 35	Post-graduate	Government / Private company Servant	1
46 - 55	Graduate	Self- employed / freelancer	1
		Businessman / Entrepreneur	1

Male

Age Categories	Qualification	Profession	No. of respondents
Less than or equal to 17	12th or ITI	Student	1
18 - 25	12th or ITI	Student	2
	Graduate	Student	2
26 - 35	Graduate	Government / Private company Servant	1
		Businessman / Entrepreneur	1
	Post-graduate	Self- employed / freelancer	1
		Businessman / Entrepreneur	2
36 - 45	12th or ITI	Government / Private company Servant	1
	Graduate	Government / Private company Servant	1
	Post-graduate	Government / Private company Servant	1
46 - 55	Post-graduate	Government / Private company Servant	1

Bangalore

Female

Age Categories	Qualification	Profession	No. of respondents
26 - 35	10th	Businessman / Entrepreneur	1
	Post-graduate	Businessman / Entrepreneur	1
36 - 45	Graduate	Currently Unemployed	1

Male

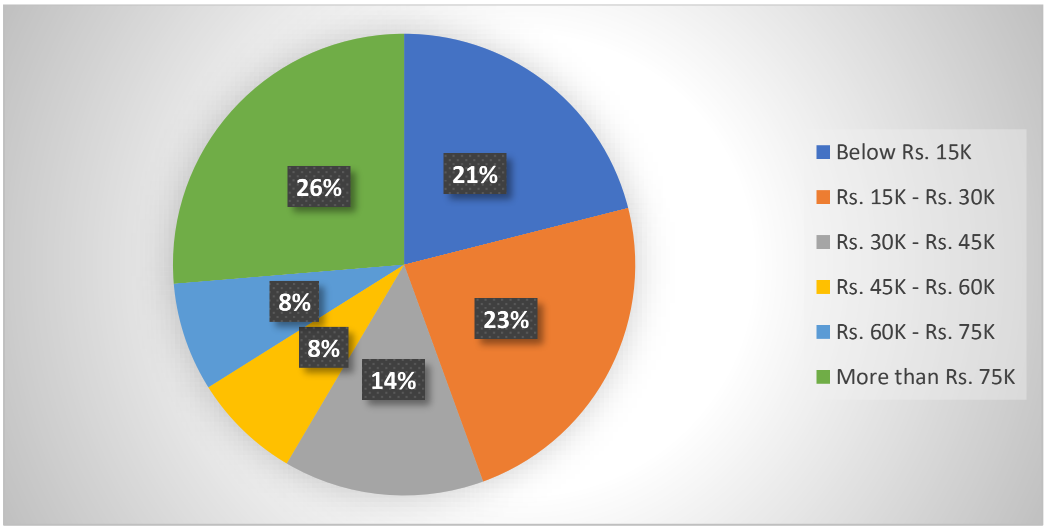
Age Categories	Qualification	Profession	No. of respondents
18 - 25	12th or ITI	Businessman / Entrepreneur	1
	Graduate	Currently Unemployed	1
36 - 45	Post-graduate	Government / Private company Servant	2
46 - 55	Graduate	Government / Private company Servant	1

Chennai

Age Categories	Qualification	Profession	No. of respondents	Age Categories
Female	18 – 25	Graduate	Student	1
Male	18 – 25	Graduate	Businessman / Entrepreneur	1
	26 – 35	Post-graduate	Businessman / Entrepreneur	1
	36 – 45	Post-graduate	Government / Private company Servant	1

			Self- employed / freelancer	1
	56 – 65	PhD	Government / Private company Servant	1

7) What is your monthly household income?

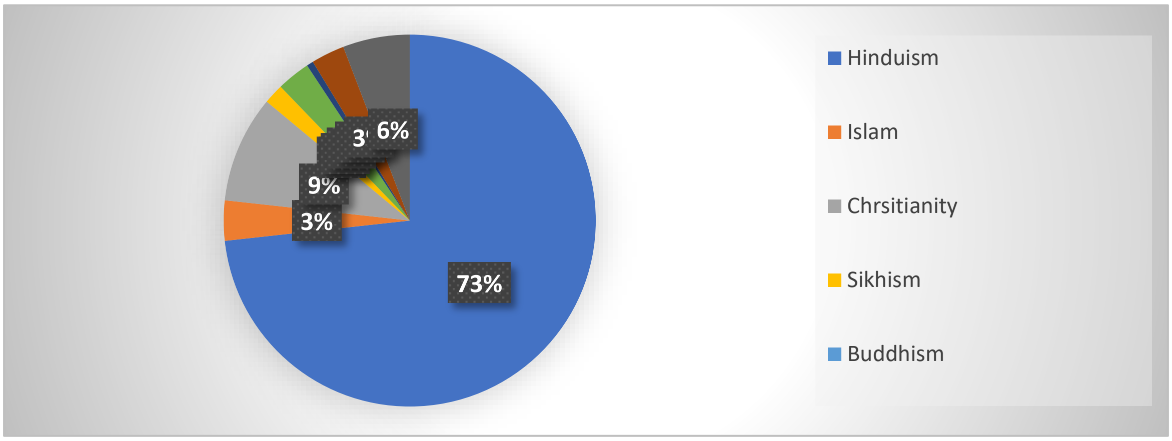


This is a demographic question with ratio scale. I got 171 responses for this question. From that we can see that around 26.3% respondent's household income is more than Rs. 75 thousand, 23.4% respondents are earning between Rs. 15k-30K, 21.1% respondents earn below Rs. 15 thousand. Then 14% respondents monthly earning falls between Rs. 30K to Rs. 45K, 7.6% respondents earn between Rs.45K -Rs60K and at last 7.6% respondents are earning around Rs. 60K to Rs. 75K.

From this we easily deduce that 55.55% (95) respondents are at least earning more than 3.6lakhs/ year, which is considered as good salary in India with the average standard of living as per one *CheggIndia* article. 23.4% respondents are earning less than 15K which less than median salary of India which is Rs.16 thousand as per the article on "What is Average Salary in India? (2022)" by *Moneymint* . 26.3% (45) respondents are earning more than 7.2 lakh per year which h is quite good number to live in even in costlier city like Mumbai.

Income is very important part when it comes to spending money on any goods. And it plays even more important part if the product is new in the market, not falls in necessity goods and price falls as, more than 300 rupees.

8) Which of the following best describes your religious affiliation?
171 responses

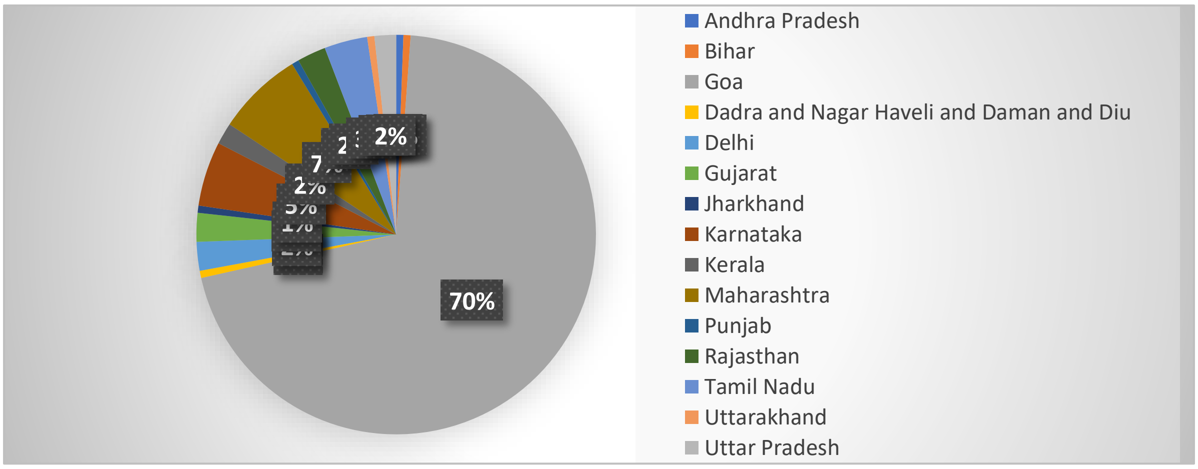


This is a demographic question on nominal scale. We have 171 responses, out of that 73.7% respondents are Hindus, 9.4% Christians, 2.9% Muslims, 2.9% Jains, 1.8% Sikhs. Also, 2.9% are falls under Agnostic or Atheist or Spiritual or Not Religious. Then 1 respondent believes in some other religion than mentioned and 10 respondents chose not answer this question.

Religion plays important role in any nation's culinary culture. India has many religions and with religions comes festivals. And in religion, food is one of the most important parts of religious ceremonies. So, to understand our respondent's behaviour towards food, this question's response will play an important role.

9) Which is your native state/union territory (Home State)?

171 responses



This is a demographic question with nominal scale. From 171 responses, 70.8% (121) respondents belong to Goa only. Rest proportion wise distribution can be seen in below table.

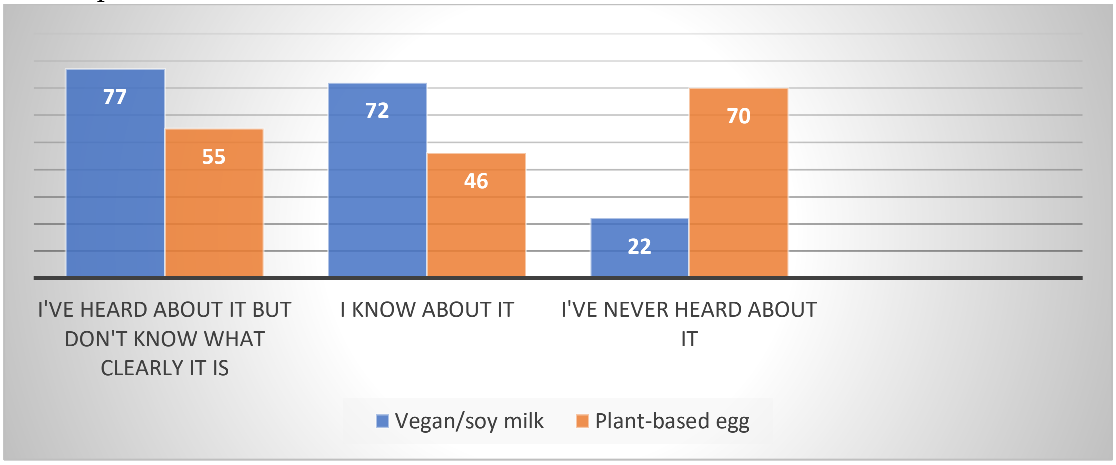
Sr. No.	States/ UT	Number of Respondents
1	Andhra Pradesh	1
2	Bihar	1
3	Chandigarh	
4	Chhattisgarh	
5	Dadra and Nagar Haveli and Daman and Diu	1

6	Delhi	4
7	Gujarat	4
8	Jharkhand	1
9	Karnataka	9
10	Kerala	3
11	Maharashtra	12
12	Punjab	1
13	Rajasthan	4
14	Tamil Nadu	6
15	Uttarakhand	1
16	Uttar Pradesh	3

For some reasons we people leave our home, our state, even our nation and we shift to foreign state or nation. But as we carry many things with us while shifting to other place, we carry our food habit i.e., our state culinary culture. As wherever we go, we like to eat our own regional/ home food. Here, we got 24 responses from Mumbai but only 12 of them are Maharashtrians. That means, we can deduce that 12 people regional food is different and from that their taste of food might also be different.

As we know in India certain region's food is more spicy, certain region is famous for sweets and so on. That's why it's important to know what our respondent's food behaviour. Though he/she is living in certain state, her/his taste for might be different due to his different birth place or home state.

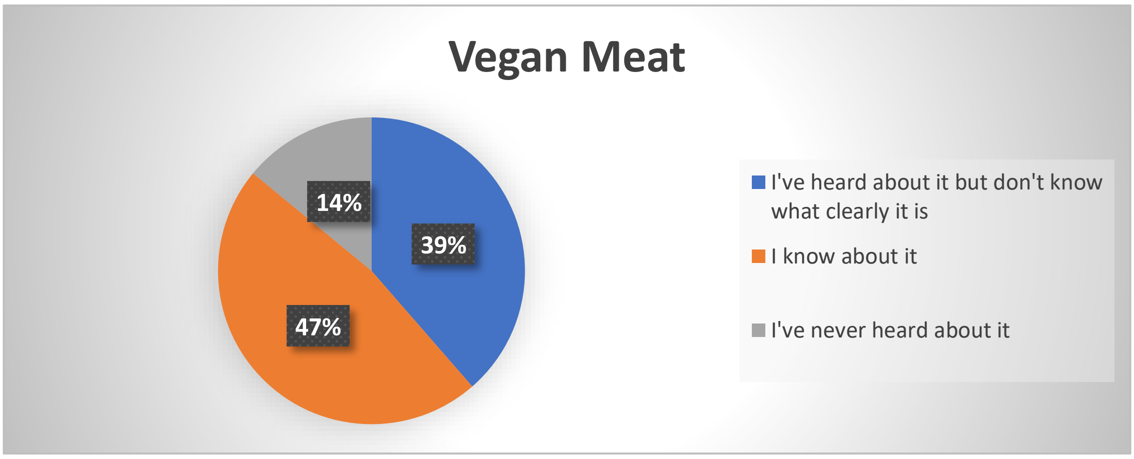
10) **Select the following plant-based food you've heard of before this survey. (Example of Plant -based food brands: Beyond Meat, So Good, Good Mylk, Just Egg)**
171 responses



This question comes under objective "To determine awareness of the brand awareness of vegan meat in the various major cities of India." This question is to know how well the people know about vegan products. As first soy dairy factory was set up near Paris in 1910 and vegan egg came recently about 5 years back around 2017. So, we will get a to know how well people are aware about vegan foods.

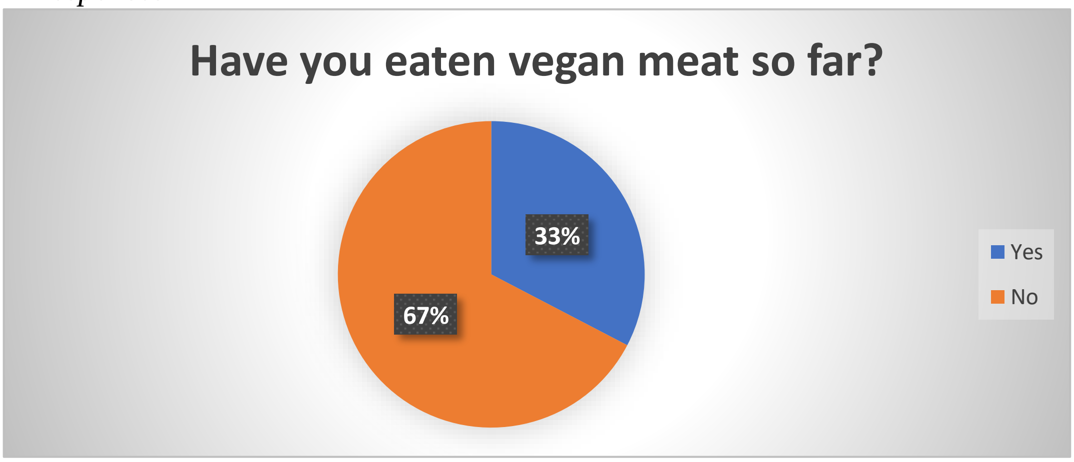
From total 171 responses 71 (41.5%) respondents know about vegan milk/soy milk. But only 32 (18.7%) respondents know about both vegan/soy milk and plant-based egg.

11) **Have you heard about vegan meat or plant-based meat before this survey? (Example of vegan meat brands: Beyond Meat, Wakao Foods, Imagine Meat, Blue Tribe)**
171 responses



This is a nominal question and falls under objective "To determine awareness of the brand awareness of vegan meat in the various major cities of India." As this question tells us awareness of vegan meat in those 4 places. As we can see 47.4% (81) respondents clearly know about vegan meat which is even more respondents than what vegan milk got (41.5%/ 71). 66 (38.6%) respondents have heard about it but don't know clearly what it is and 24 (14%) respondents never heard about it So, from these data we can deduce that 147 (85.9%) respondents have at least heard about vegan meat. Out of that 55% (81) are well aware about it. That is, awareness is there of vegan meat but still people are not quite informed about vegan meat. As seen less than 50% people are quite aware about vegan meat.

12) **Have you eaten any vegan meat / plant-based meat so far?**
147 responses



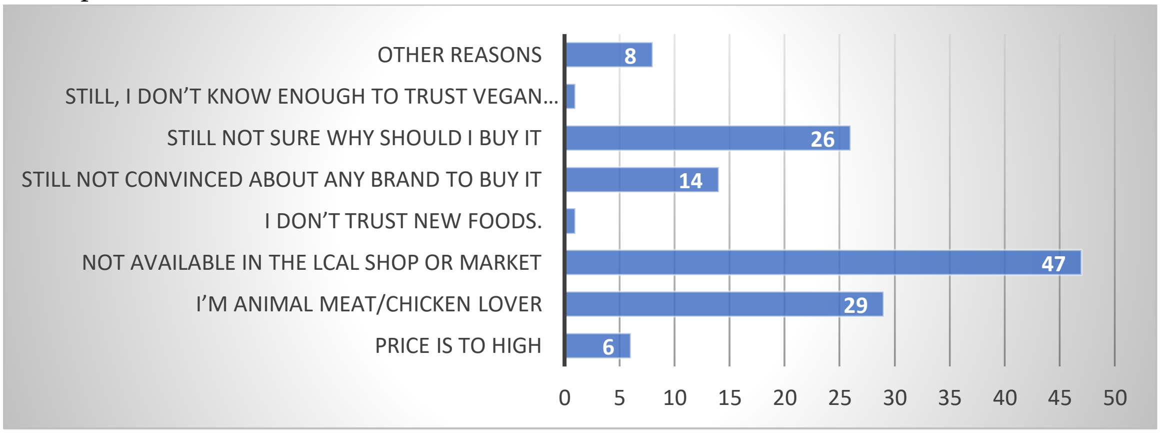
This question falls under objective "To determine awareness of the brand awareness of vegan meat in the various major cities of India." As this question tells us about how many respondents tried vegan meat so far. Question uses nominal scale here. So, from previous question we got 147 respondent who at least heard about vegan meat. Out of that, only 48 (32.7%) people have tried vegan meat. 37 out of 81 respondents who clearly know about vegan meat have tasted it.

Other, 11 respondents have tried it but not quite informed about it. that means 23% respondent have eaten vegan meat but still not completely aware about what they've tried. Also, another thing is 44 completely aware respondents about vegan meat have not tasted it once so far.

This shows, awareness has to be such that it should convince people to buy it, to taste it at least once. And till now awareness about vegan meat has not reached that stage.

13) **From below select specific reasons because of which you didn't try any vegan meat**.

99 responses



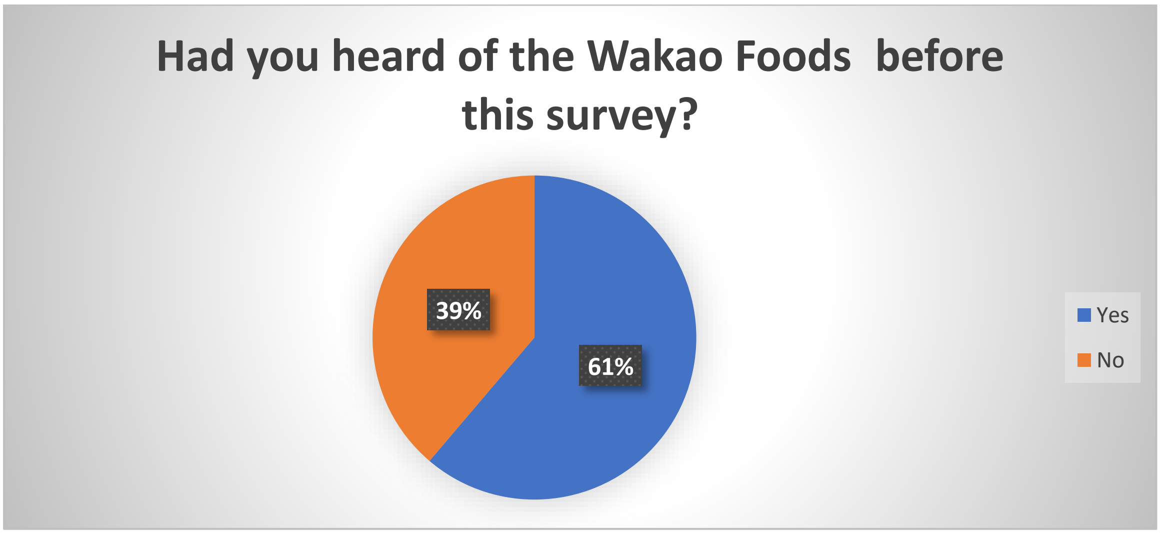
This is nominal scale question and falls under objective "To determine awareness of the brand awareness of vegan meat in the various major cities of India." 99 respondents from previous question who never tried vegan meat gave reasons for it. As can be seen in the chart, 29 respondents gave one of the reasons as they are meat lovers. Out of that 19 only gave that reason. 47 respondents selected one of the options that it's not available in the local shop. From that 32 selected only option as it's not available at local store. 14 respondents still not convinced about any brand and 26 still not sure why should they buy it.

From above data main three reasons can be deduced are:

1) Many people like conventional meat and they prefer it over vegan meat
2) Availability of Vegan meat in local stores
3) People still not quite convinced about trying vegan meat.

14) Had you heard of the Wakao Foods before this survey?

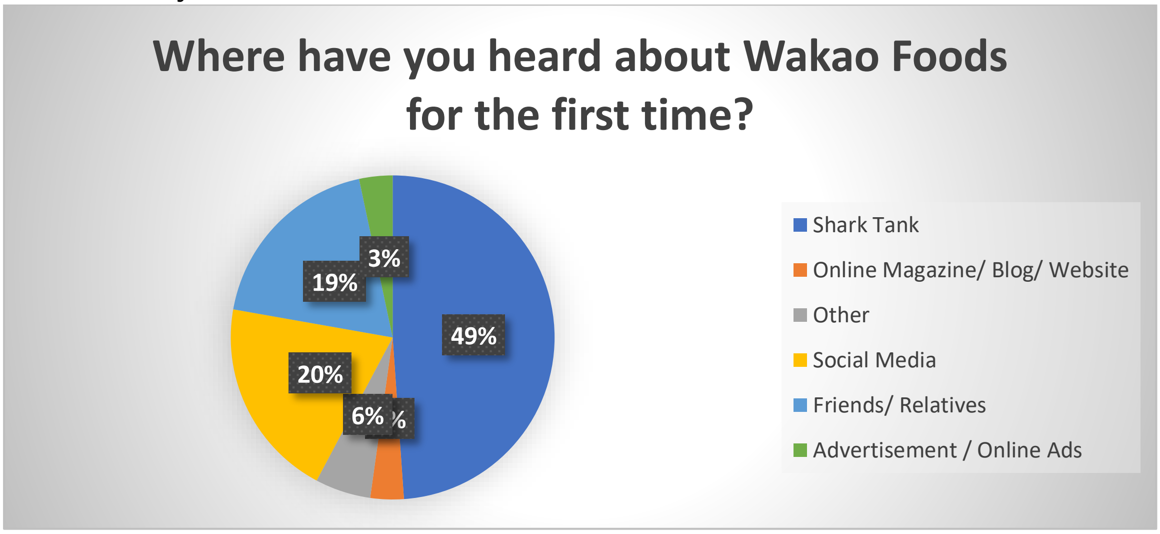
147 responses



This is a nominal scale question and falls under "To determine awareness of the brand awareness of Wakao brand in the various major cities of India." Out of 147 respondents only 90 (61.22%) have heard about Wakao Foods before this survey. So, around 38.77% (57) have never heard about Wakao Foods. In Goa out of 112 respondents 61.60% (69) heard about Wakao. From Bangalore 4 out of 7 respondents heard about Wakao Foods. From Mumbai 15 (65.2%) respondents out of 23 said they know about Wakao Foods. For Chennai it is 50% (3). 3 respondents said they know about Wakao Foods.

Brand awareness of Wakao is quite satisfactory but still long way to go. Still a lot of people out there who never heard about Wakao. As per this survey, in Goa, Bangalore and Mumbai about 60% people only heard this brand. Chennai it's falls down to 50%.

15) Where have you heard about Wakao Foods for the first time?

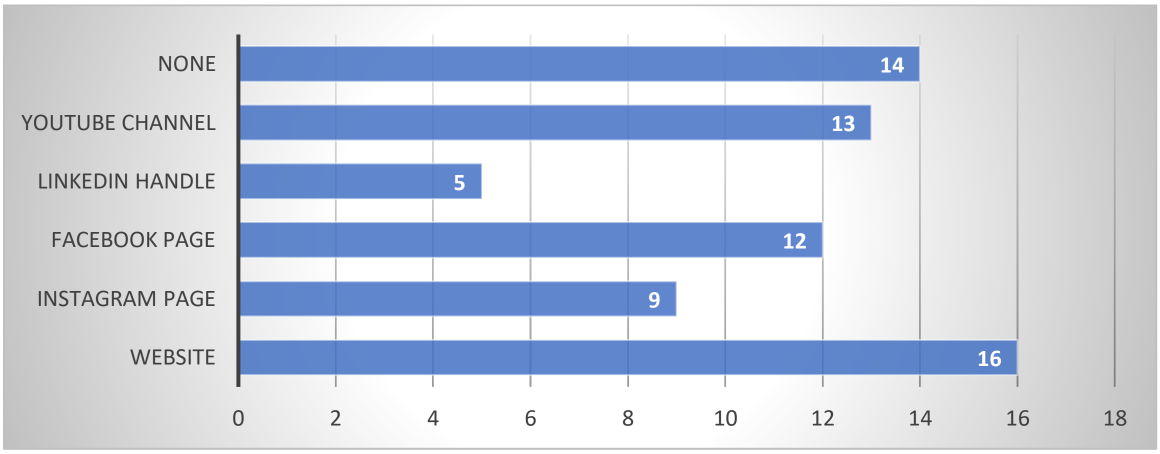


This is nominal scale question and falls under objective "To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India." So out of 90 respondents who have heard about Wakao Foods 48% (44) have heard it from Shark Tank, 18.8% (17) from friend, relatives, etc., 20% (18) from social media. Then 3 respondents heard it from online ads and online magazines/ blog/ websites each.

Here we can clearly deduce that majority of people came to know the brand through Shark tank and secondly through friends and social media posts. Shark tank played crucial role in Wakao Foods brand awareness.

16) Which of the below social media channels do you follow Wakao Foods?

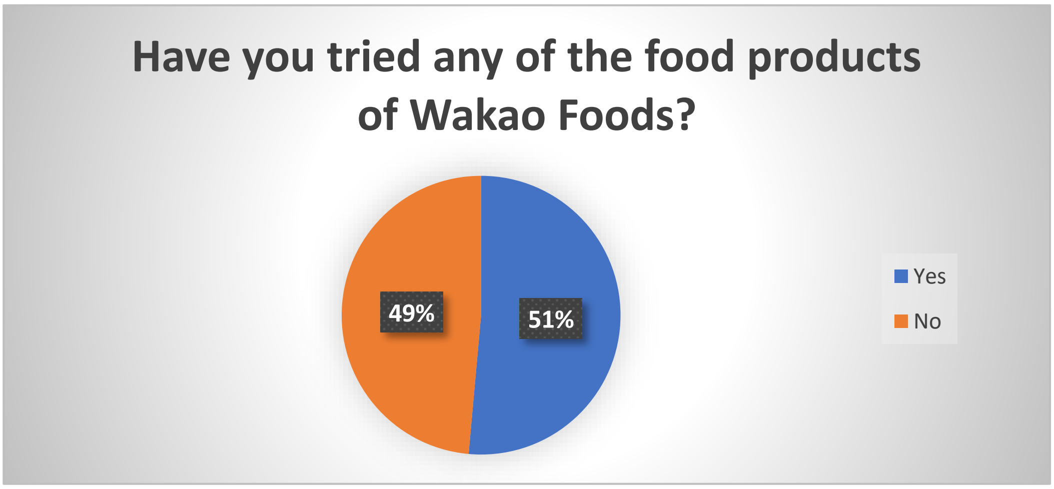
90 Responses



This is a nominal scale question and falls under objective "To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India." From 90 respondents 25 follows Wakao on Instagram, 25 on Linkedin, 14 on Facebook, 12 on Youtube channel. About 43 out of 90 don't follow Wakao Foods on any social media platform. Respondents who haven't eaten vegan meat but have heard of Wakao foods out of them 54.5% (30) don't follow Wakao foods on any social media platform. That means still 25 follow Wakao foods on at least one social media platform. Those who've tried vegan meat, 65.7% of them follow Wakao foods on at least one social media platform.

17) Have you tried any of the food products of Wakao Foods?

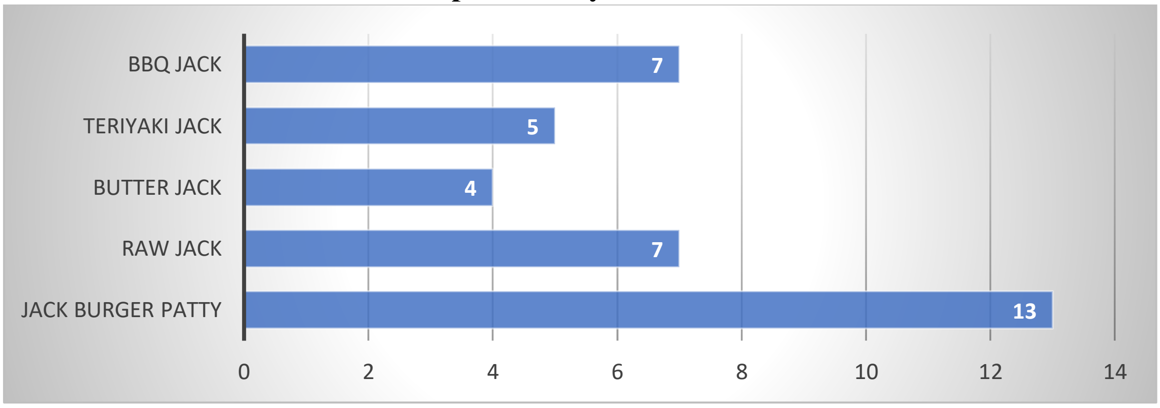
35 responses



This question is of nominal scale and falls under the objective “To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India.” Respondents for this question are those who have heard about Wakao foods and have eaten vegan meat so far. So, out of 35 respondents 51.4% (18) have tried Wakao Foods product/s. From that 10 (55.5%) are from Goa, 1 from Bangalore (50%), 4 from Mumbai (33.3%) and 3 (100%) from Chennai. 5 out of 14 respondents between 18-25 age tried Wakao foods. 8 out of 12 respondents from age group 26-35, 3 out of 4 from age group 36-45 and 2 out of 5 respondents of age 46-55 have tasted Wakao foods product at least once.

As can be deduce from above data that most of the Wakao food customer are from 18-45 age group. Also, uptil now Wakao has failed to reach or convince customers to buy their products.

18) Select from below Wakao Foods product/s you’ve tried

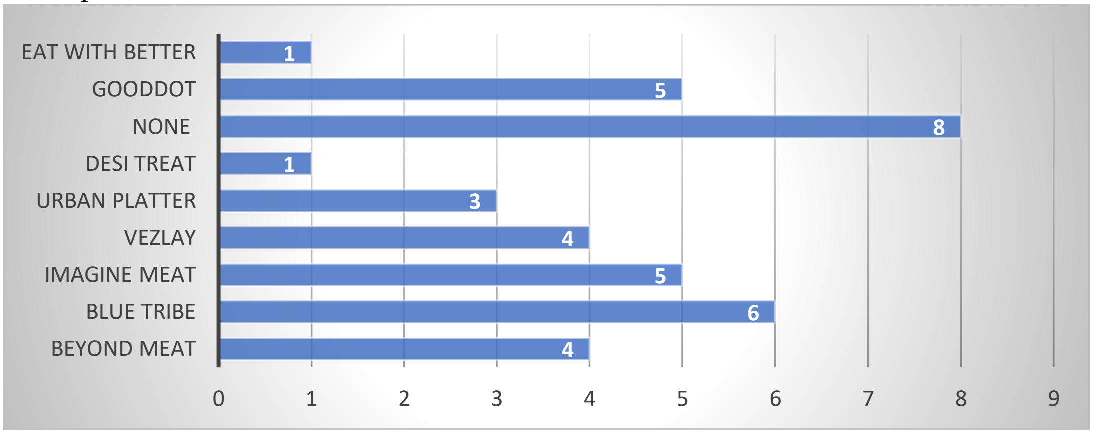


This is a nominal scale question and falls under objective “To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India.” So, from total 18 responses who tried Wakao foods 13 have tried Jack burger Patty, 7 Raw Jack, 7 BBQ Jack, 5 Teriyaki Jack and 4 Butter Jack. 10 have tried more than one product and 5 have tried more than 3 products.

From above chart we can say that Jack Burger patty is most demanded product of Wakao Foods.

19) **Select from below any other brand's food product that you have eaten?**

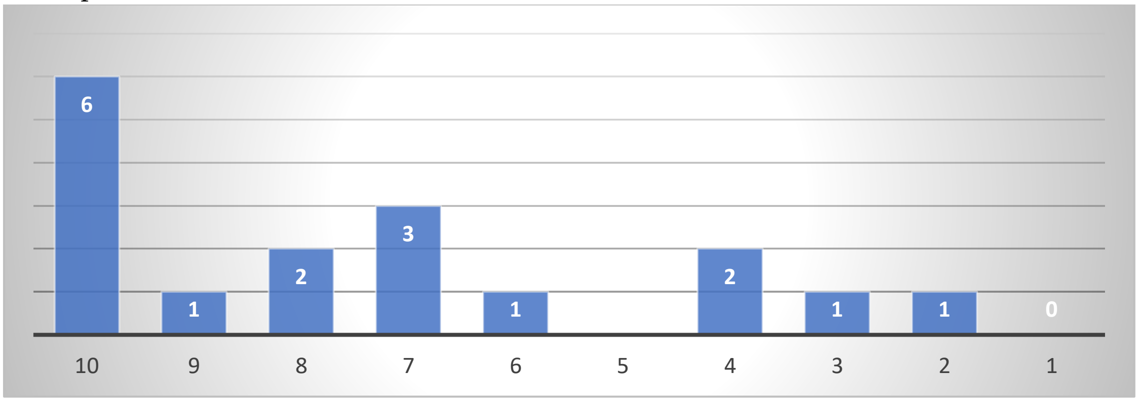
18 responses



This is nominal scale question and falls under objective "To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India." 10 Respondents who have tried Wakao Foods product also tried other brands. 6 have tried Blue Tribe, 5 GoodDot, 5 Imagine Meat, 4 vezlay, 4 Beyond Meat, 3 Urban Platter, 1 Desi Treat and 1 Eat with Better.

20) **On a scale of 1 to 10, how likely is it that you would recommend Wakao Foods to a friend or a colleague?**

18 responses

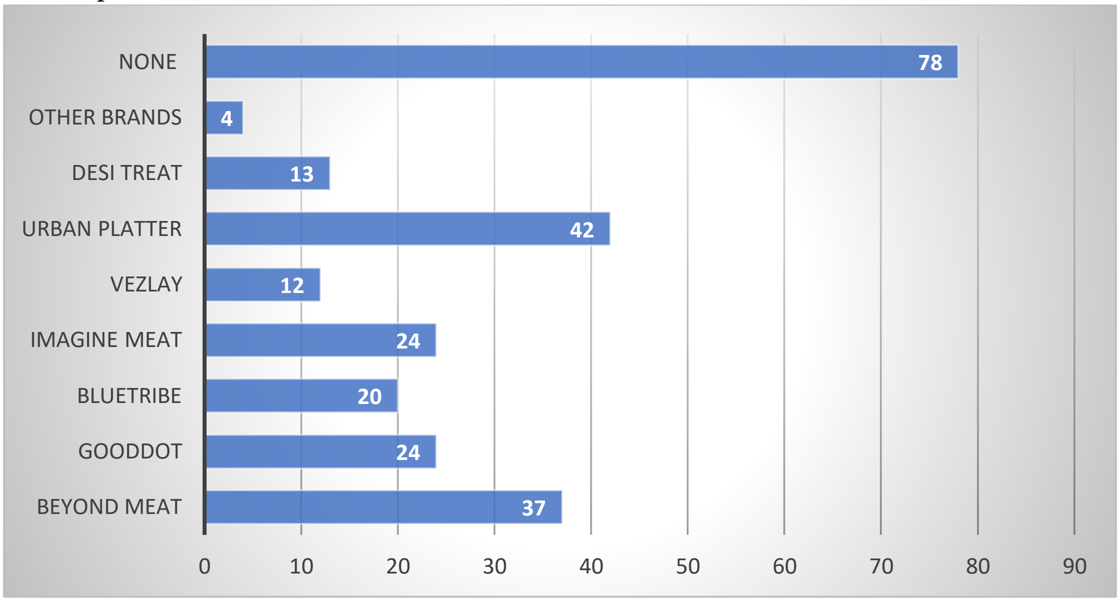


This is an interval scale question and falls under objective "To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India." It is always important for brand awareness that customer should recommend the brand to their friend and relatives. As from 18 responses 6 gave full ratings, 1 gave 9 and 2 gave 8 and 3 gave 7 rating. 66.6% respondents gave rating 7 or higher. 27.7% (5) respondents gave rating below 5.

As per data we can deduce that yes, most of the people are happy to recommend it. But Wakao Foods must try harder to give better product, as only 50% respondents gave more than 7 ratings and 27.7% were unhappy customers.

21) Select from below the other vegan meat brands you know

147 responses

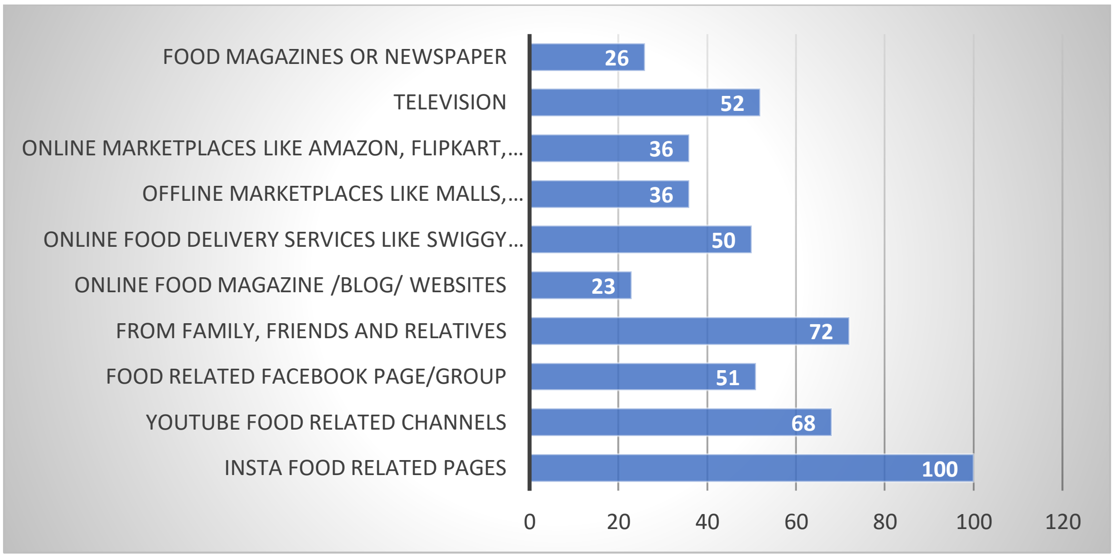


This is a nominal scale question and falls under objective "To determine awareness of the brand awareness of vegan meat in the various major cities of India." 53.1% (78) respondents didn't know about any vegan meat brand out there. 28.2% (42) respondents know about Urban Platter, 25.2% (37) know about Beyond Meat, 16.3% (24) about GoodDot and Imagine Meat each, 13.6% (20) about Blue Tribe, 8.8% (13) Desi Treat and 8.2% (12) Vezlay. Other 4 respondents also mentioned few brands name like Global Deli, Ubuntu eats, etc.

From this we can deduce that majority of people who have at least heard about vegan meat didn't try to know about a single brand out there or none of the brand catch their eye. Here vegan meat brands must try harder to raise vegan meat awareness and then to improve their brand awareness. The most famous brands among people are Urban Platter, Beyond Meat, GoodDot, Imagine Meats and Blue Tribe.

22) Select the sources mostly you get to know about new food products

171 responses



This is a nominal scale question and falls under objective, "To find the determinants of consumer behaviour towards food preferences". Now a days various sources are out there which inspires people to try new food recipes, any new product out there, restaurants, etc. Here from total 171 responses 58.5% (100) respondents Instagram is one of the sources they get to know about foods. Then 42.10% (72) said family, friends and relatives, 39.8% selected food related YouTube channels, 29.2% food related Facebook pages/groups. 30.4% (52) respondents get to know about new food products from Television and 29.2% said online food delivery services like Swiggy, Zomato, etc. about Online marketplaces, Offline marketplaces, Food Magazines/ Newspapers, Online food magazines/blogs also got considerable amount of respondent's proportion.

From this we can easily deduce that now a days, Instagram is the first place from which most of the people know about new food products. Second place is from family, friends and relatives and third place is from YouTube channel. Also, offline place Television still works to tell people about new food products, as more than 30% respondents chose it.

23) **Are you comfortable ordering READY TO EAT food from online marketplaces? (In that comes Maggi Masala Cuppa Noodles, Maggi Ready to Eat Poha, MTR Breakfast poha pouch, Aashirvad Mini Idli Sambar, etc.)**
171 responses

This is a nominal type question and falls under objective “To find the determinants of consumer behaviour towards food preferences”. Here, from 171 responses 60.2% (103) respondents chose “Yes”, as they are comfortable in ordering Ready to Cook and Serve food online. That means

From this we can deduce that people are getting comfortable in ordering food products online. But still from this we see that around 40% respondent still hesitate to order food online. So, still brands, online marketplaces mainly have to work on it.

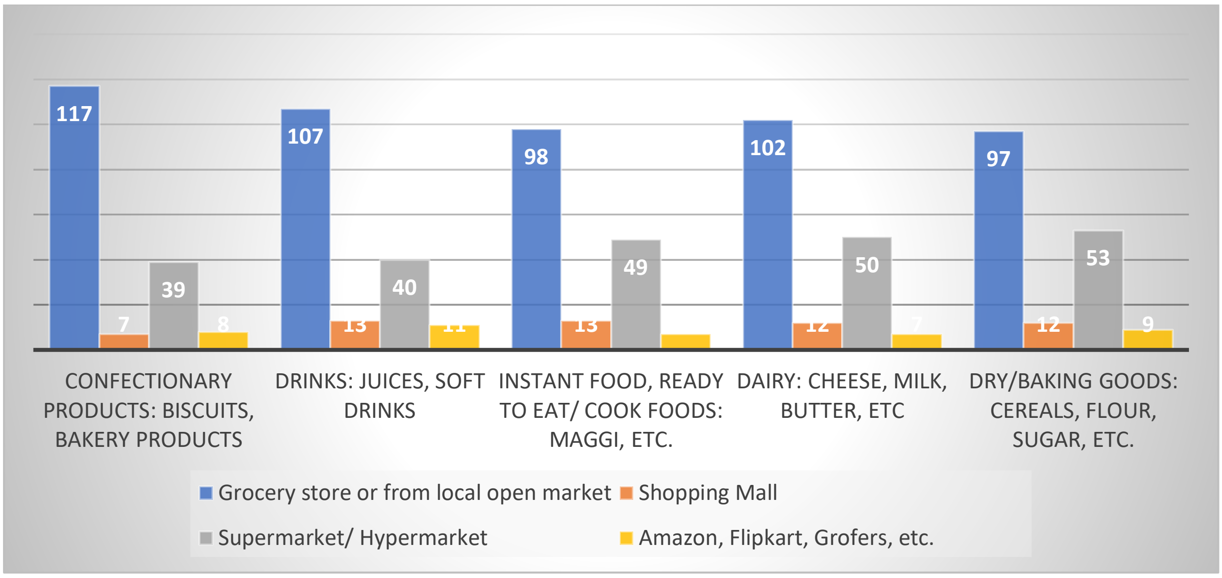
24) **Are you comfortable ordering READY TO COOK AND SERVE food from online marketplaces? (In that comes ITC Master chef Hyderabadi Biryani Cooking paste, ChefBoss Bhuna masala gravy, etc.)**

171 responses

This is a nominal type question and falls under objective “To find the determinants of consumer behaviour towards food preferences”. Here, from 171 responses 60.02% (103) respondents chose “Yes”, as they are comfortable in ordering Ready to eat food online. Respondent gave exactly same response for both Ready to Eat and to Ready to Cook and Serve products.

From this we can deduce that still brands, online marketplaces have to convince many people who hesitate to order food online.

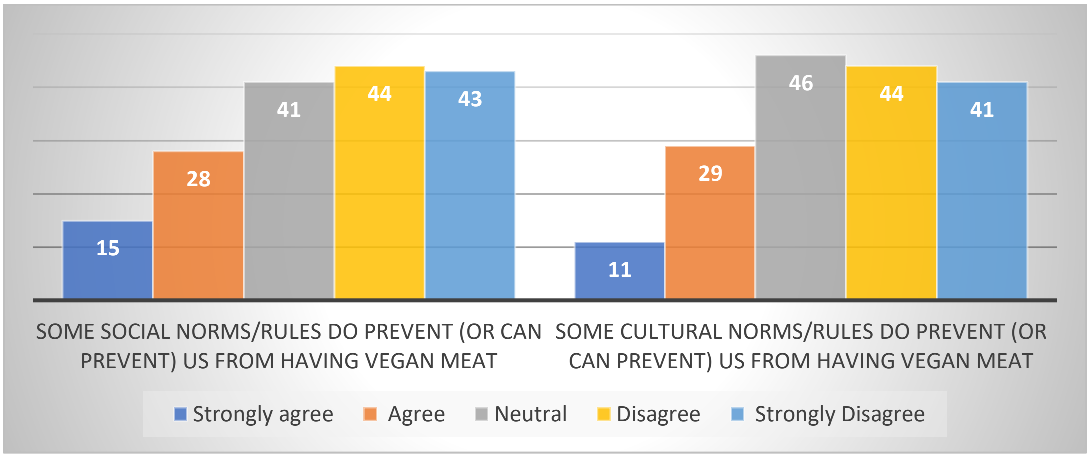
25) From where do you mostly chose to buy following food items.



This is a nominal time question. There are 5 product categories are mentioned in this question to find out from where people chose to buy them. Objective for this fall under "To find the determinants of consumer behaviour towards food preferences". Wakao foods products fall under category Ready To Cook and Ready To Eat categories. So, to identify the which type of shopping place is right for them and also, close to which product category might help them giving more awareness and more chances the products will sell faster. Regardless of any product categories most of the people preferred Grocery store or open local market. Supermarket or hypermarket is on the second place. They are choice of 22.9% respondents for Confectionary Products: Biscuits, Bakery products, 22% (40) for drinks, juices, etc., 28.7% for instant foods, 29% for dairy and 30% for dry and baking goods. For drinks, instant foods, dairy and dry and baking goods around only 7% respondents preferred shopping mall. For confectionary products only 4% respondent visits there. Only 5-6% respondents' choice is online marketplaces for drinks, instant foods, and dry and baking goods. For confectionary and dairy products around 4-4.5% respondents shop from there.

From these we can deduce that Wakao has to focus on Grocery store more to reach mass customers for both sale and awareness. Also, in local market or in grocery store it is better to place near around dinks, juice packets and near confectionary products. In super markets it is better to place it around dairy products or near dry baking goods. In shopping mall Drinks must be the first choice to place near compared to others categories.

26) From below statements agree or disagree regarding social and cultural norms/rules which prevent (or can prevent) you from having vegan meat or a certain type of vegan meat?
171 responses



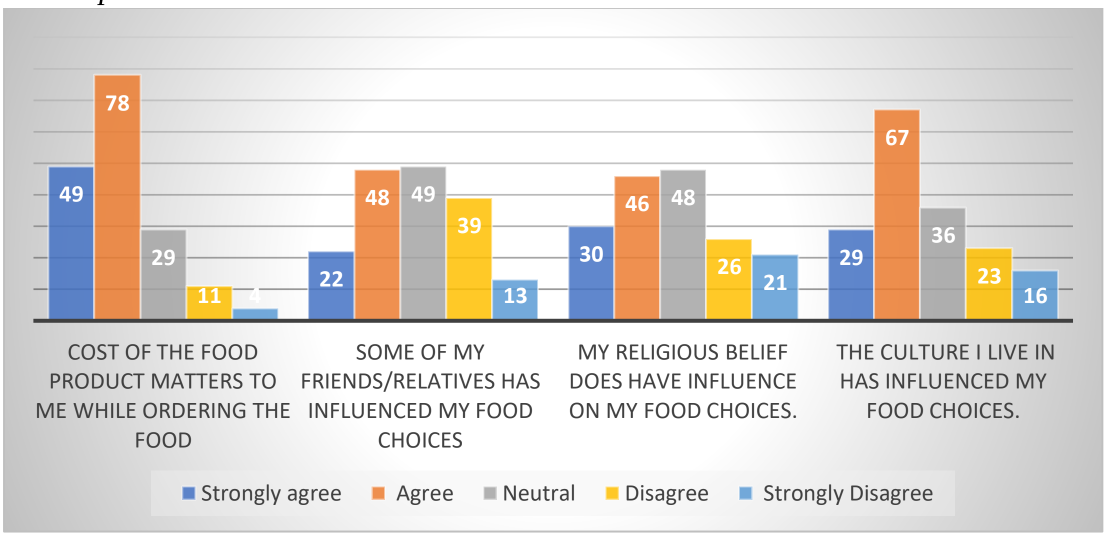
This is an ordinal type question and falls under objective "To find the determinants of consumer behaviour towards vegan meat". As for Social norms 15 respondents selected strongly agree and 28 respondents chose agree, that means social norms do or can prevent them from having vegan meat. 44 respondents chose to remain neutral.

For Cultural norms 11 respondents selected strongly agree and 29 respondents chose agree that cultural norms can or do prevent them from having vegan meat. As compared to social norms, cultural norms percentage of respondents selected strongly agree is less. Also, for cultural norms quite more around 27% (46) respondents chose to remain neutral.

That means there are people who follows some cultural norms and social norms which are prevents them from having vegan meat or certain types of vegan meat.

27) **From below statements agree or disagree regarding some factors which influence your food choices.**

171 responses



This is an ordinal scale question and falls under objective "To find the determinants of consumer behaviour towards food preferences". Out of the 171 responses whopping 127 (74.2%) respondents believe that Cost of the product while ordering the food matters to them. Out of those 78 choses option "Agree". On other hand 15 respondents chose to disagree or strongly disagree with that. From those 4 choses "Strongly Disagree". Considering this we can say that Cost does affect while ordering food to the majority of the people.

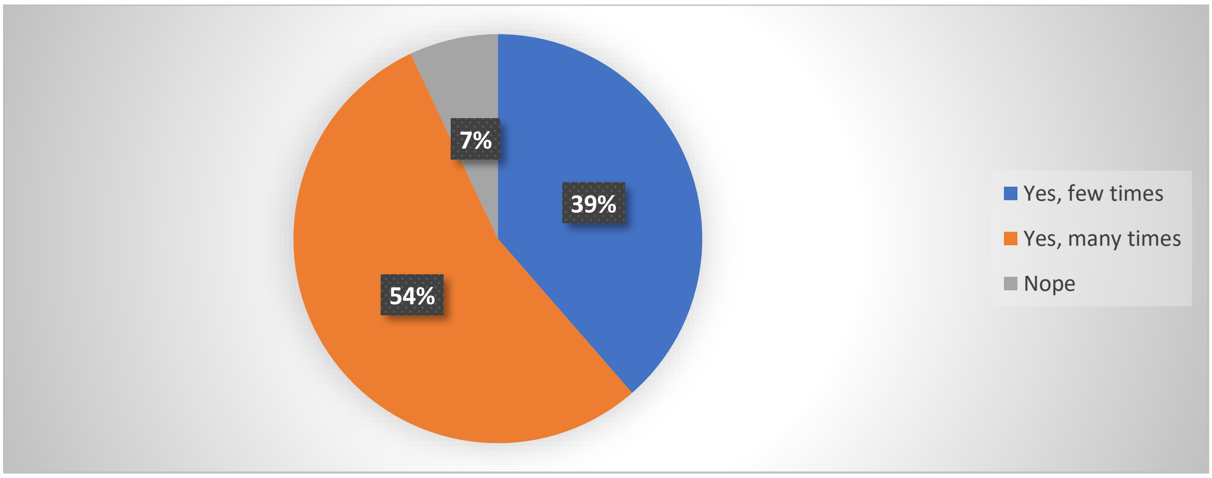
Maximum i.e., 49 (28.7%) respondents chose to stand neutral to the statement question on “Some of my friends/relatives have influenced my food choices”. Though 48 (28.07%) respondents agree with that and 22 strongly agree with that. With this we can say that for friends, relatives do affect food choices in little or in more amount for most of the people. But for some it might not be the case.

46 (26.9%) respondents agree with that their religious belief does have an influence on their food choices. 30 respondents strongly agree with that statement. 23 and 26 disagree and strongly disagree with same respectively. Rest (48) chose to remain neutral. Here, we can deduce from the data available that, most of the people do believe that their religious belief does affect their food choices little or in a more amount. But for some people it may not also.

For the statement question “The culture I live in has influenced my food choices”, 39.2% (67) respondents agreed. Almost 17% (29) selected “Strongly Agree” option. On other hand, 23 and 16 chose “Disagree” and “Strongly Disagree” respectively. Rest (36) remained neutral. For this we can deduce that majority of the people do believe that culture we live in does affect our food choices.

28) Did you ever eat a Jackfruit or it’s dishes?

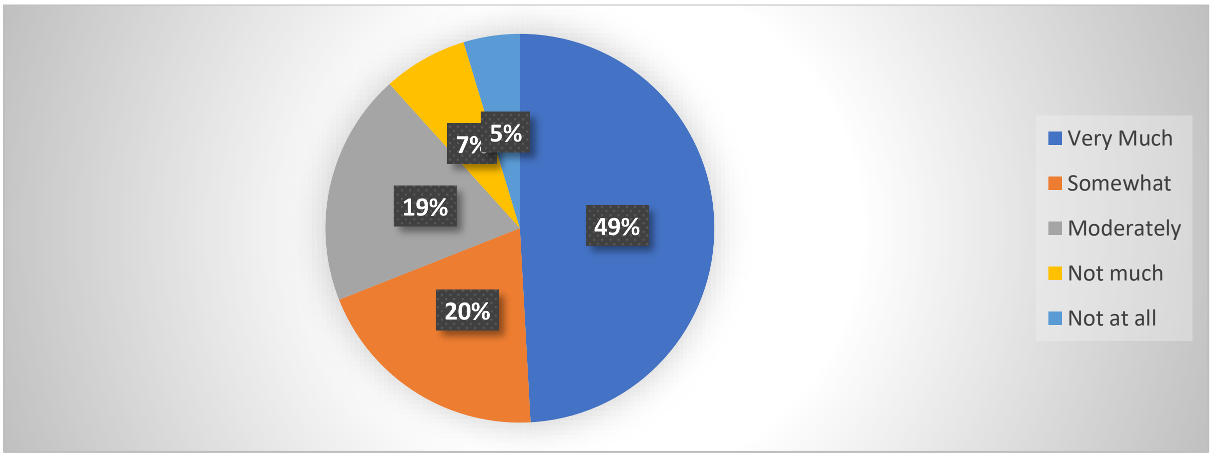
171 responses



This is nominal scale question and falls under objective “To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India.” As Jackfruit is not only primary raw material for Wakao Foods but also, it’s a brand identity. So, it is important to know if people have eaten Jackfruit in their life or not. And here we got that only 7% (12) respondents have not tasted jackfruit so far. In fact, 54% have eaten it many times. That means people are not only familiar with its taste but many have eaten it many times.

29) Do you like Jackfruit?

171 responses

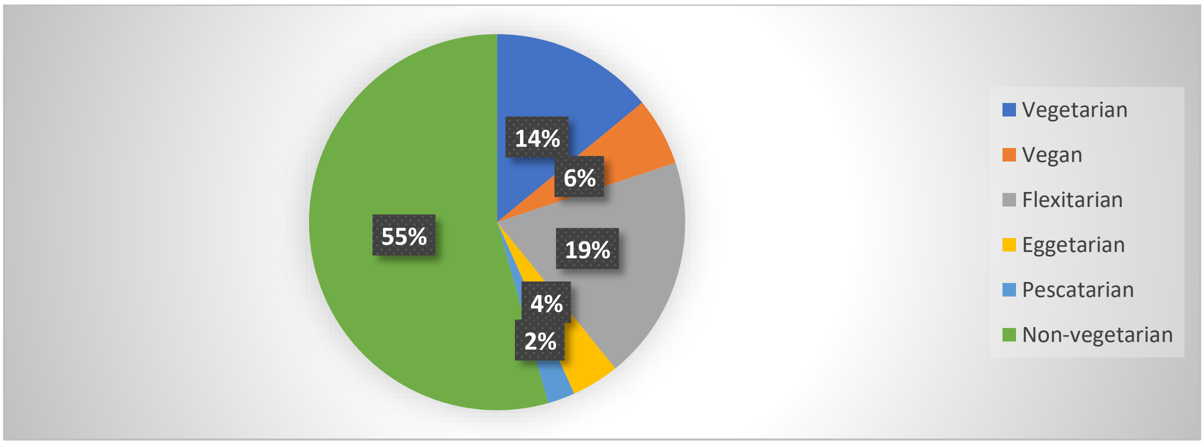


This is ordinal scale question and falls under objective "To determine awareness of the brand awareness of Wakao Foods brand in the various major cities of India." Around 49% (84) respondents like Jackfruit very much and around 20% somewhat like it. 19% of respondents moderately like it, 7% not much and 5% not at all.

From this we can deduce that most of the people like Jackfruit and only quite some not like it. Still around 31% (53) respondents fall under moderately to not at all like it. Wakao should do something to not to affect this in not liking or less liking their products.

30) Are you a

171 responses

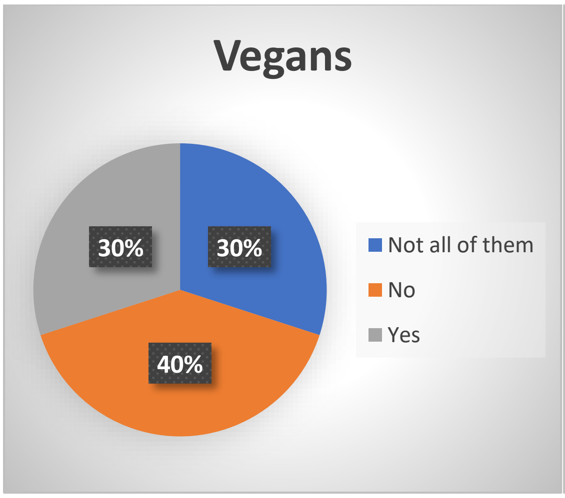


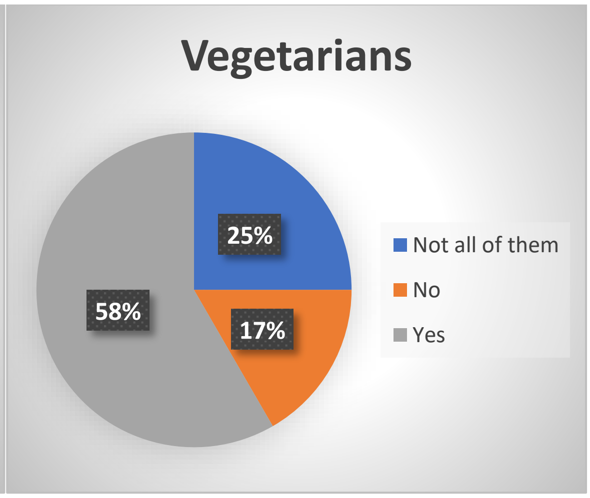
This is a nominal scale question falls under objective "To find the determinants of consumer behaviour towards food preferences". In food preferences it is important to know if person is vegetarian or non-vegetarian or vegan or eggetarian or flexitarian or pescatarian. Because everyone's diet is different and hence food preferences changes.

From 171 total responses 55% (93) respondents are non-vegetarians, around 19% (33) are flexitarians, 14% (24) are vegetarians, 6% (10) vegans, 4% are eggetarians and 2% pescatarians. Here 55% respondents eat conventional meat without any restrictions in diet generally but flexitarians eat meat seldomly or after certain days only. Rest others don't eat meat. As here, everyone's food preferences are different, Wakao has to reach them, market products to them differently.

31) **Is your family also vegan/ vegetarian/ non-vegetarian/ vegan / eggetarian/ flexitarian/ pescatarian?**

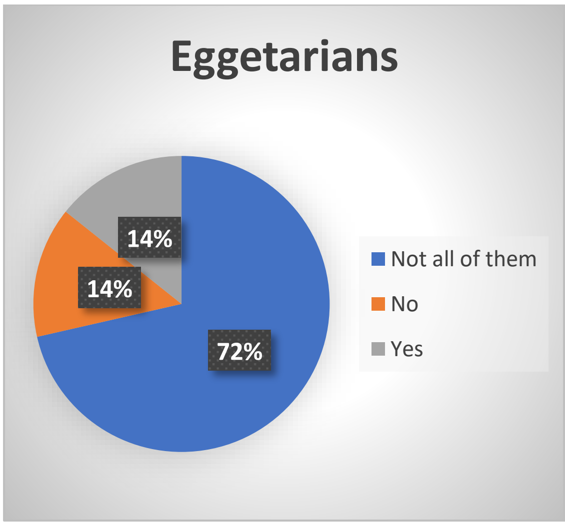
This is a nominal scale question and objective is "To find the determinants of consumer behaviour towards food preferences". Our Family majorly becomes a deciding factor for our food preferences. Our parent/s or guardian/s are the ones introduces us to the food culture out there. family also plays role in motivating, influencing, supporting, etc. when we try to change our food diet. So, it is also important that the diet you're following is the same diet your family member also follow or you're a lone ranger.

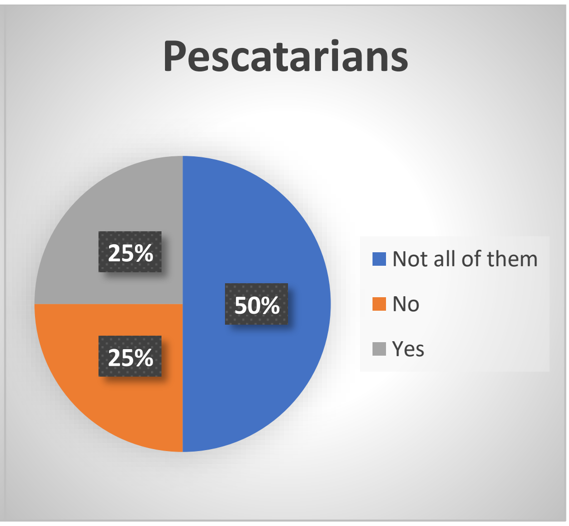




From 171 respondents we got 10 vegans. 4 respondents are alone vegans in their family. 3 respondent's family is also vegan and rest respondent's some family members are preferring some other diet.

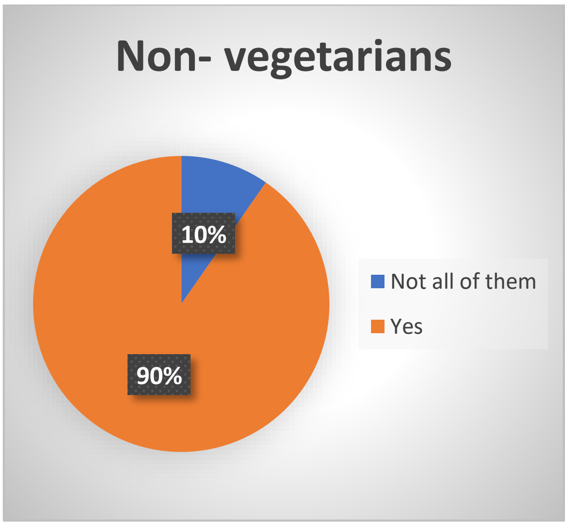
There are 24 vegetarians in the total 171 respondents. Out of them 14 respondent's families are with them in this diet. 6 respondent's some family members are preferring some other diet and 4 respondents are alone in this vegetarian journey

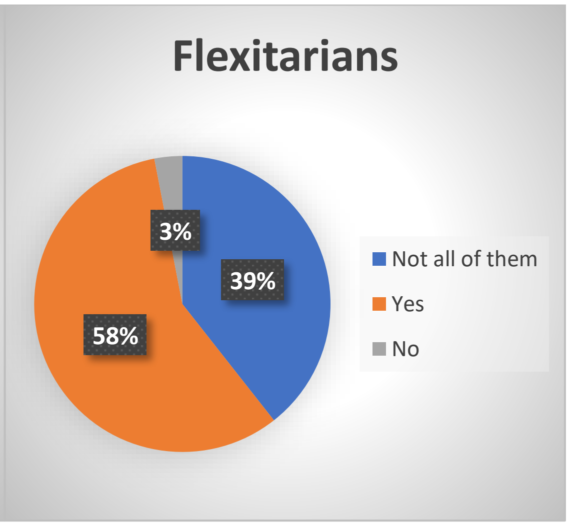




From eggetarians around 72% (5) respondents say that their families also follow flexitarians diet. One respondent said that not all family members follow this diet and another respondent is alone in the family who follow this diet.

From pescatarians around 50% (2) respondents say that their families also follow pescatarians diet. One respondent said that not all family members follow this diet and another one said that he/she is alone in the family who follow this diet.



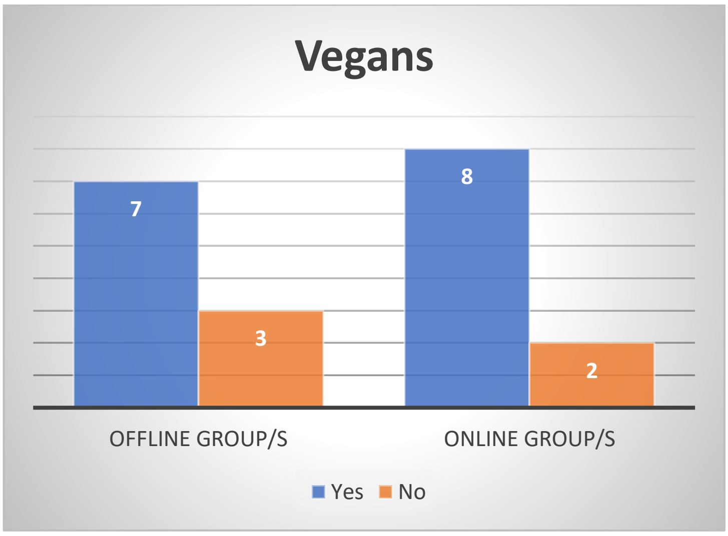


For non-vegetarians around 90% (84) respondents say that their families also follow non-vegetarians' diet. 8 respondents said not all family members follow this diet.

For flexitarians around 57.6% (19) respondents say that their families also follow flexitarians diet. Around 39% (13) respondents said not all family members follow this diet. 1 respondent is alone in the family who follow this diet.

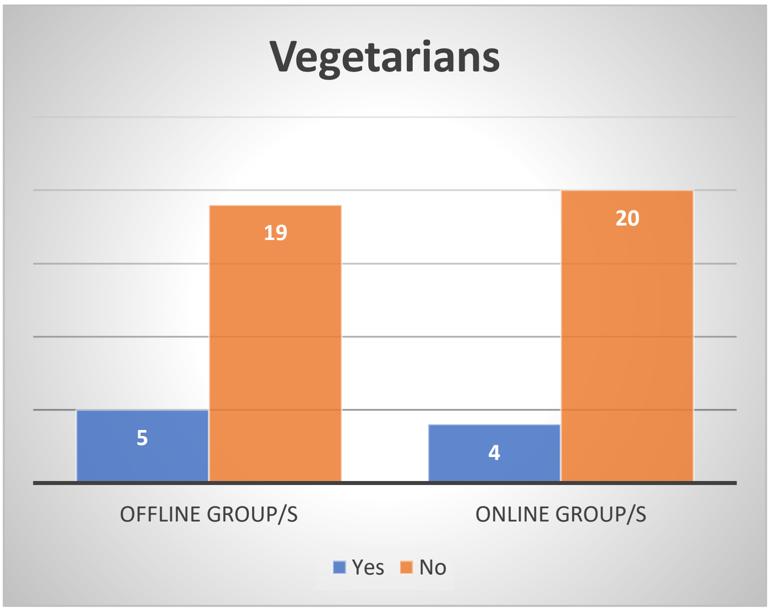
32) Do you belong to any online or offline vegan/ vegetarian/ vegan / eggetarian/ pescatarian/ flexitarian/ non-vegetarian group/s?

This is a nominal scale question and falls under objective "To find the determinants of consumer behaviour towards food preferences". There are different kinds of food groups out there which plays important role in motivating, influencing, supporting people as per the group structure. These kinds of groups exist online as well as offline. In consumer buying behaviour social factors do affects consumer preferences and certain groups like vegan groups, eggetarian groups, etc. do play important role in supporting and guiding their members to keep on that food diet.

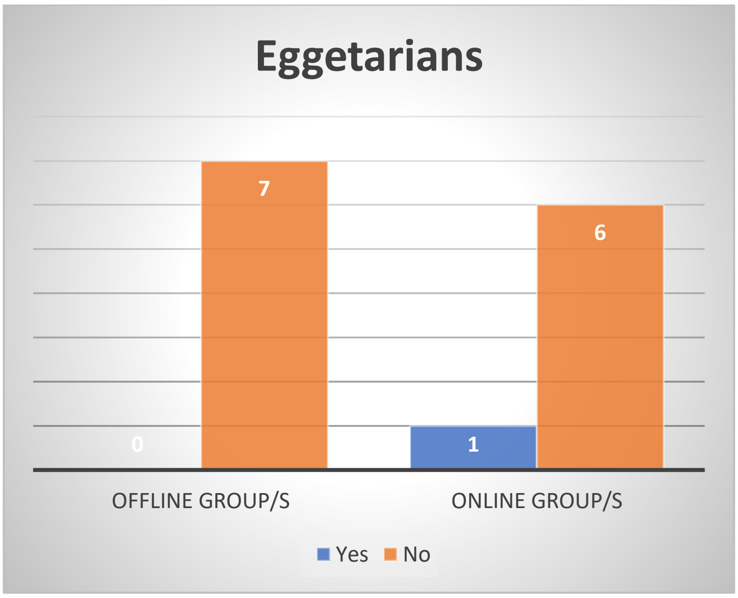


From 10 vegan respondents 7 belongs to Offline groups and 8 belongs to online groups. One respondent from Goa didn't belong to any online offline group. 4 vegan respondents Goa 2 belongs to both offline and online vegan groups. Out of them 1 is female Christian 46-55 age postgraduate and other one is a male graduate young adult (18-25 age group).

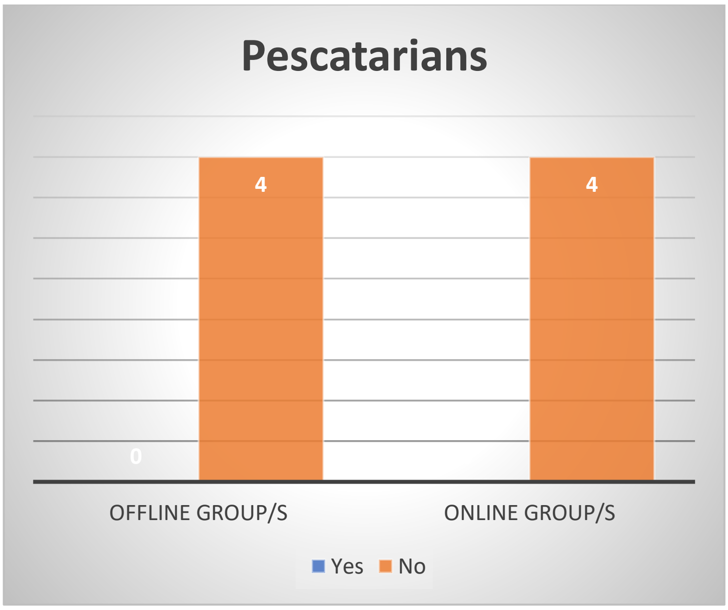
From Bangalore one is Sikh, one Jain and one Hindu. All three are belong to both online and offline group. From Mumbai respondent one is Jain and other one is atheist/ spiritual/ non-religious. The Jain respondent is graduate mid-age adult female and she is there in only online group/s. The later one is 12th or ITI qualified adult man and he is there in both groups. Chennai respondent is PhD holder mid-age adult and he is only there in online group/s.



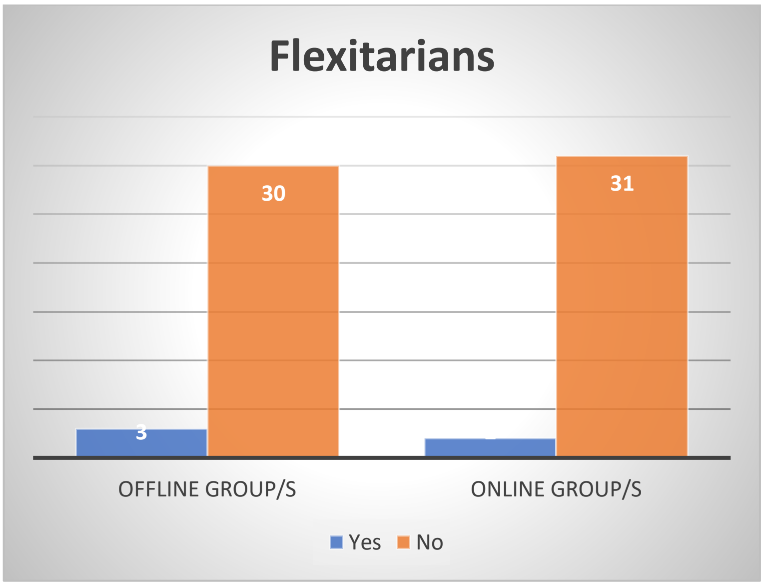
From 24 vegetarian respondents 19 don't belong in any offline groups and 20 respondents are not in any online group/s. Two Goans, 2 from Maharashtra and one from Tamil Nadu belongs to Vegetarian offline group/s. None of the Goan belongs to online group/s.



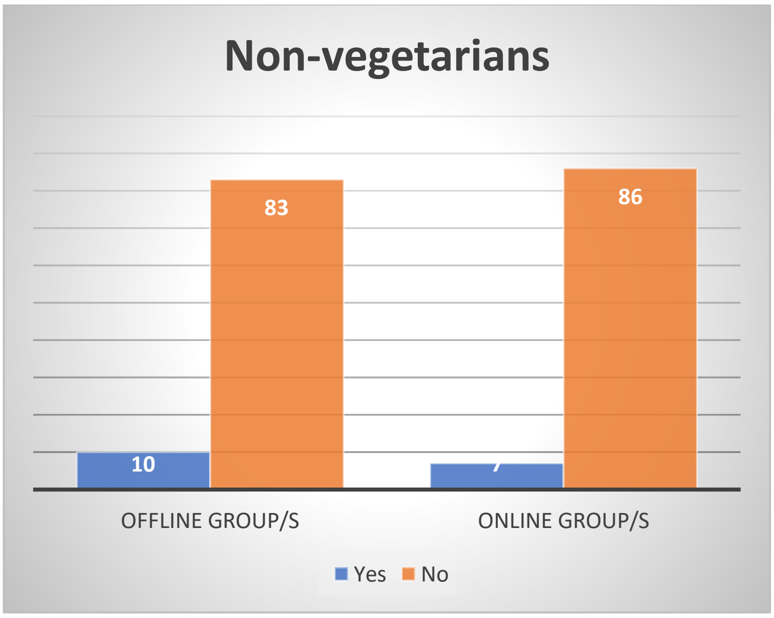
From 7 respondents of eggetarians none belong to any offline group/s. But one respondent belongs to online group/s.



None of the pescatarian respondent belong to any of the online/offline group/s



From flexitarians total 33 responses, 30 respondents don’t belong to offline groups and 31 respondents not in any online groups.

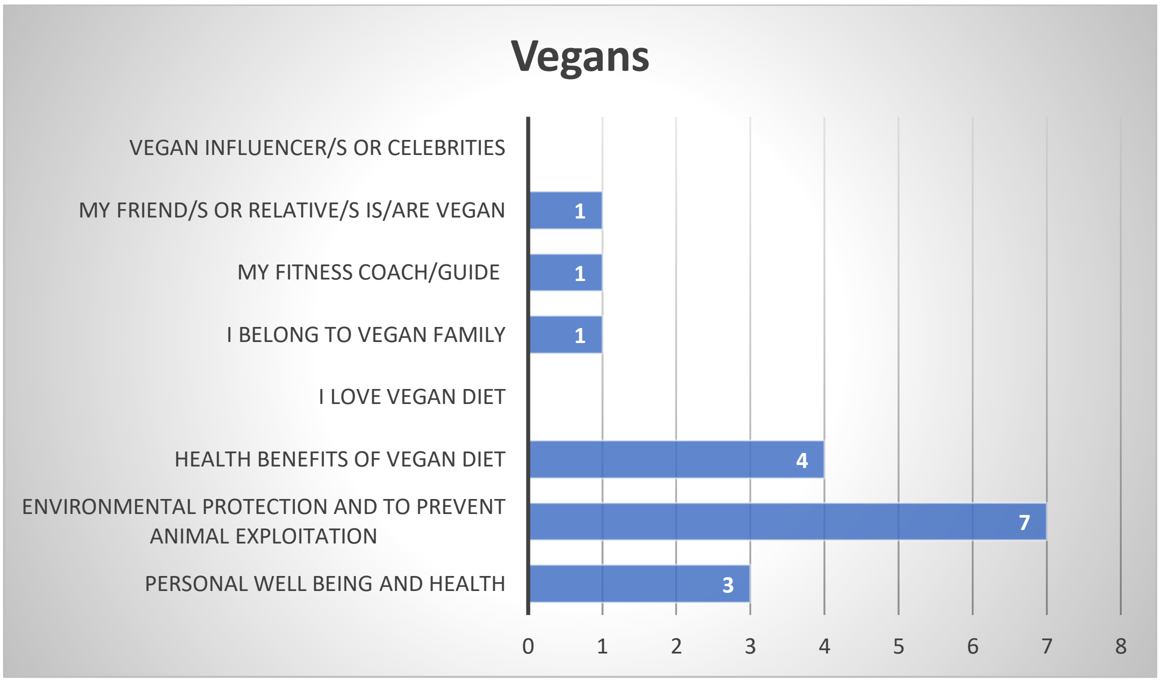


From 93 total respondents 86 and 83 respondents doesn’t belong to offline group/s and online group/s respectively. From those 81 respondents doesn’t belong to any online offline groups. Only 5 people belongs to both groups.

33) What motivated you to start / stay as a vegan/ vegetarian/ vegan / eggetarian/ pescatarian/ flexitarian/ non-vegetarian?

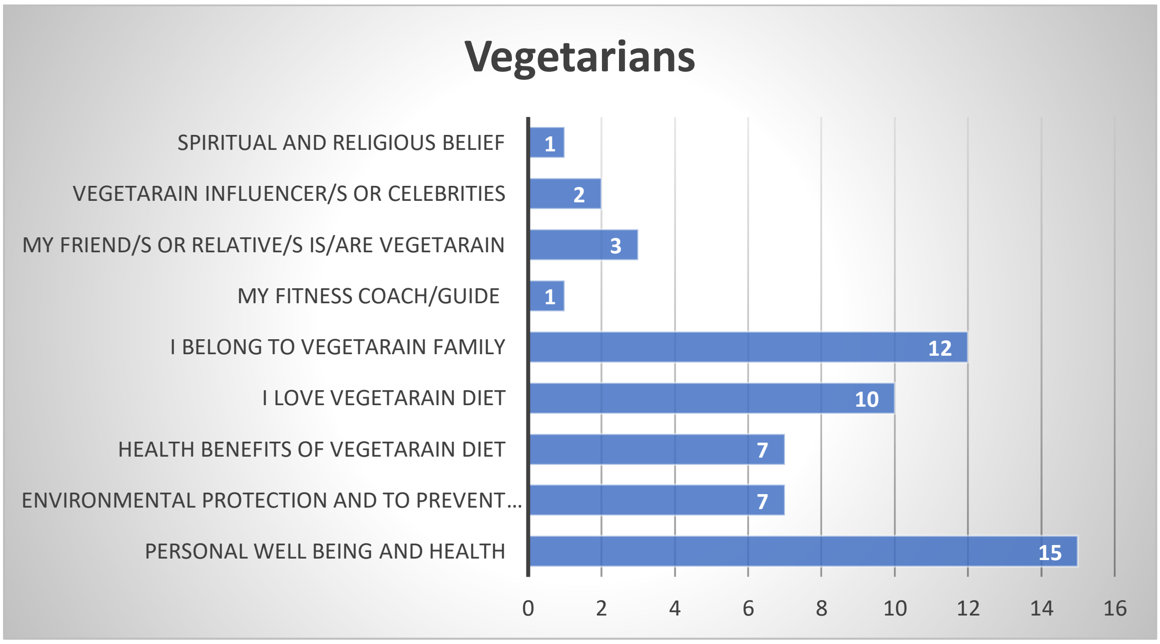
This is a nominal type question and falls under objective, “To find the determinants of consumer behaviour towards food preferences”. Motivation comes under psychological factors which are important parts of consumer buying behaviour.

Vegans



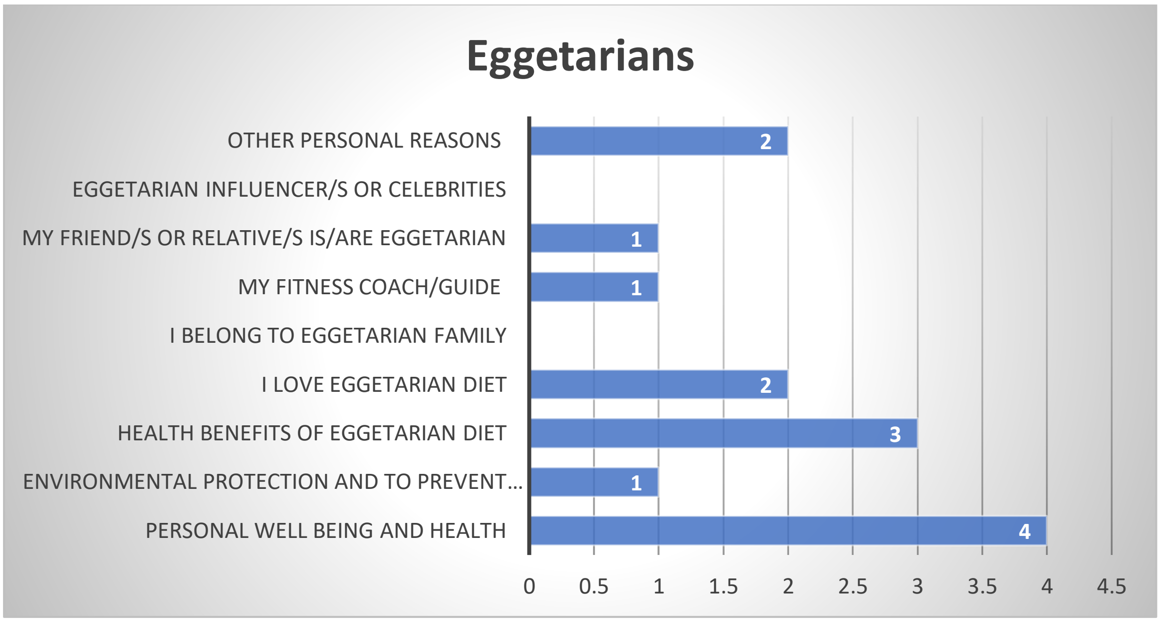
From Vegan 10 respondents' highest choice for motivation is Environmental protection and to prevent animal exploitation. Second is Health benefits of vegan diet and third is Personal well-being and health.

Vegetarians



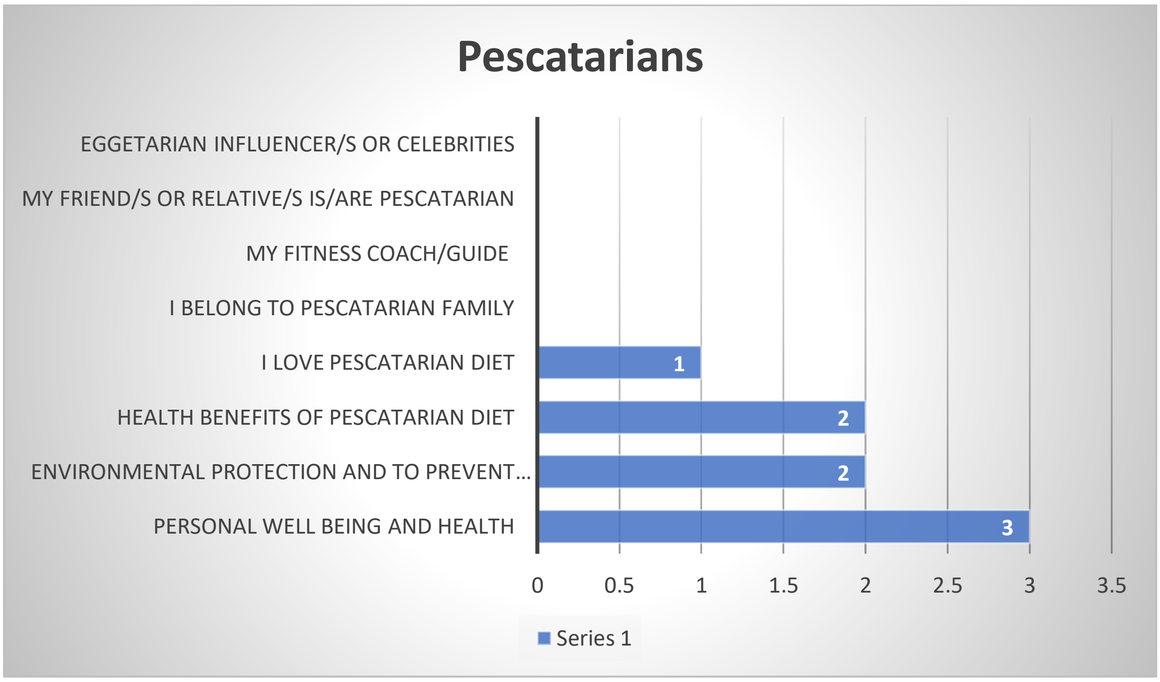
Out of 24 vegetarian respondents 15 selected personal wellbeing as their first choice of motivation to remain on that diet. Second choice is as they are belonging to vegetarian family and third is they love vegan diet. Health benefits of vegan diet and Environmental protection and to prevent animal exploitation also got around 30% (7) respondents each.

Eggetarians



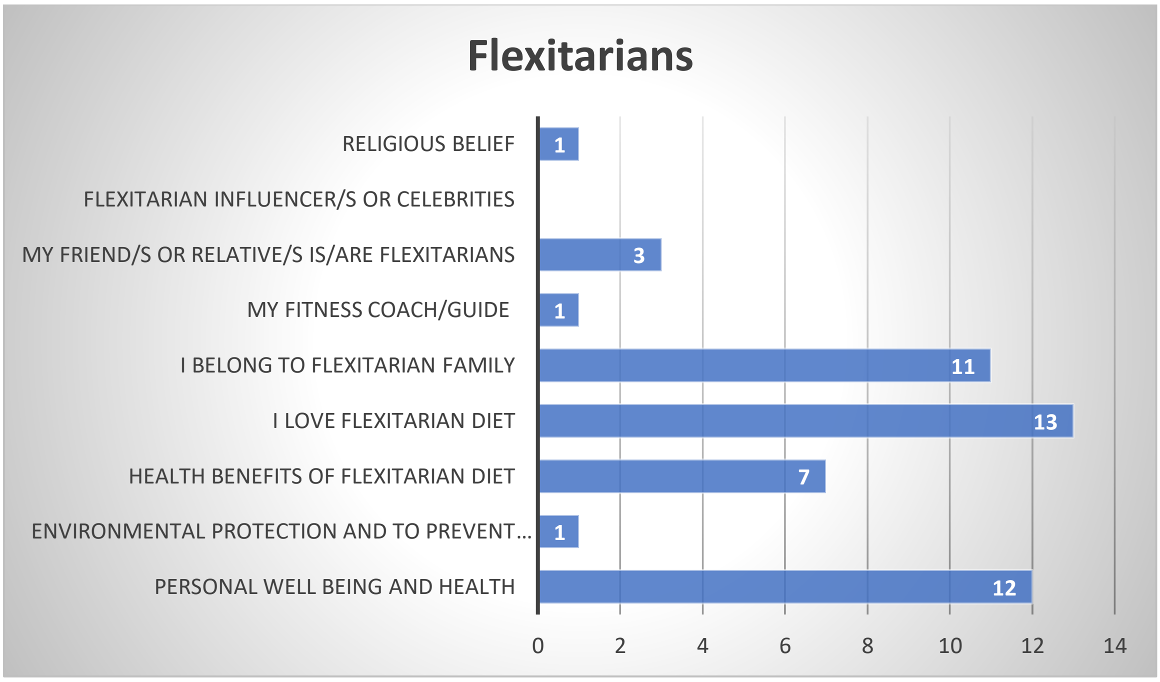
57.14% (4) respondents prefer personal wellbeing and health as the reason they chose eggetarian diet. Second most preferred reason is Health benefits of eggetarian diet.

Pescatarians



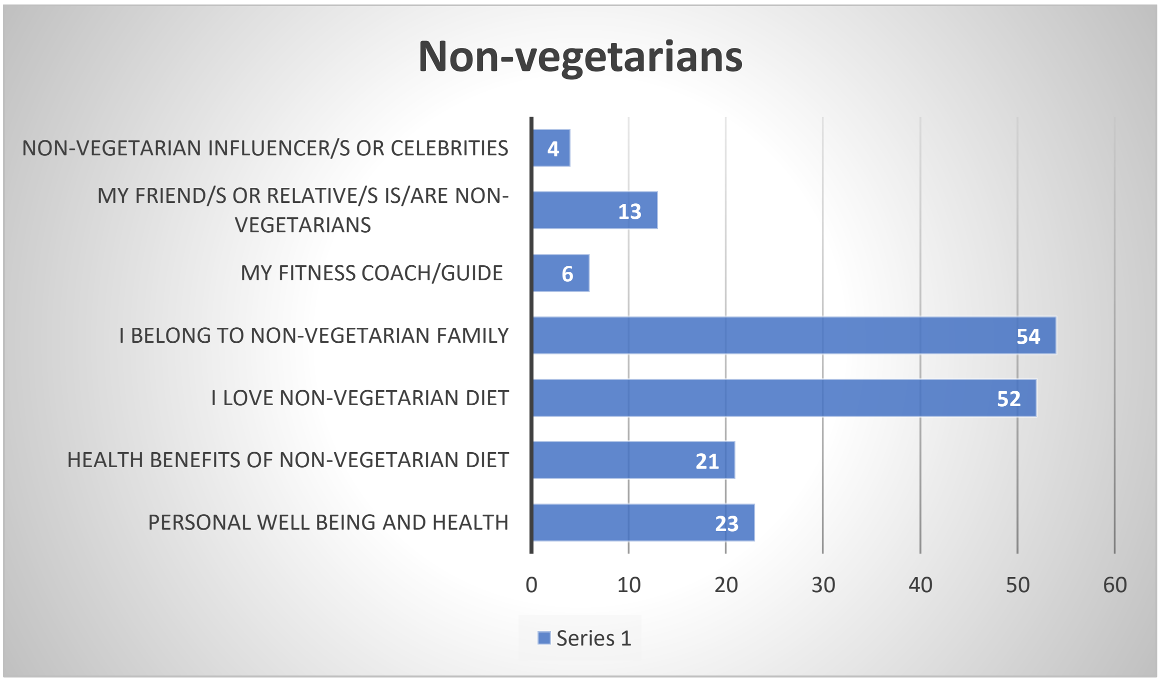
3 out 4 pescatarian respondent's motivation is personal wellbeing and health. 2 respondents chose Environmental protection and to prevent animal exploitation and health benefits of pescatarian diet each as motivation secrets for them. Only respondent motivation is that she loves pescatarian diet.

Flexitarians



Most of the flexitarians i.e., around 40% (13) respondents prefer that diet due to their love for it. Second reason is personal wellbeing and health. Over 33.3% respondent's motivation is their family also follows the same diet. So, these are 3 main motivations for flexitarians to remain on their diet.

Non-vegetarians



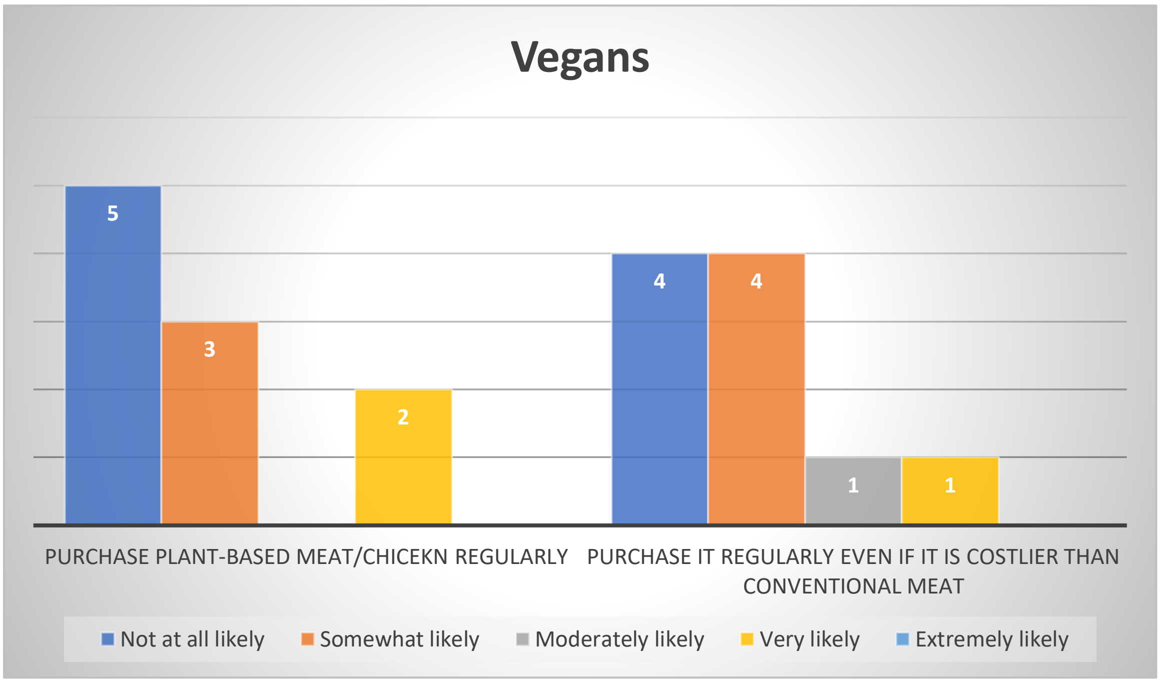
Majority of the non-vegetarians gave two main reasons as their motivation of being on that diet which are:

1) They belong to non-vegetarian family.

2) They love non-vegetarian diet.

34) Let’s say till now you haven’t found Plant based Meat identical to conventional meat/chicken in taste and in nutritional properties. Now, would you go for plant-based meat if you find the taste, texture and nutritious value to be identical to conventional meat/chicken (regular meat/chicken).

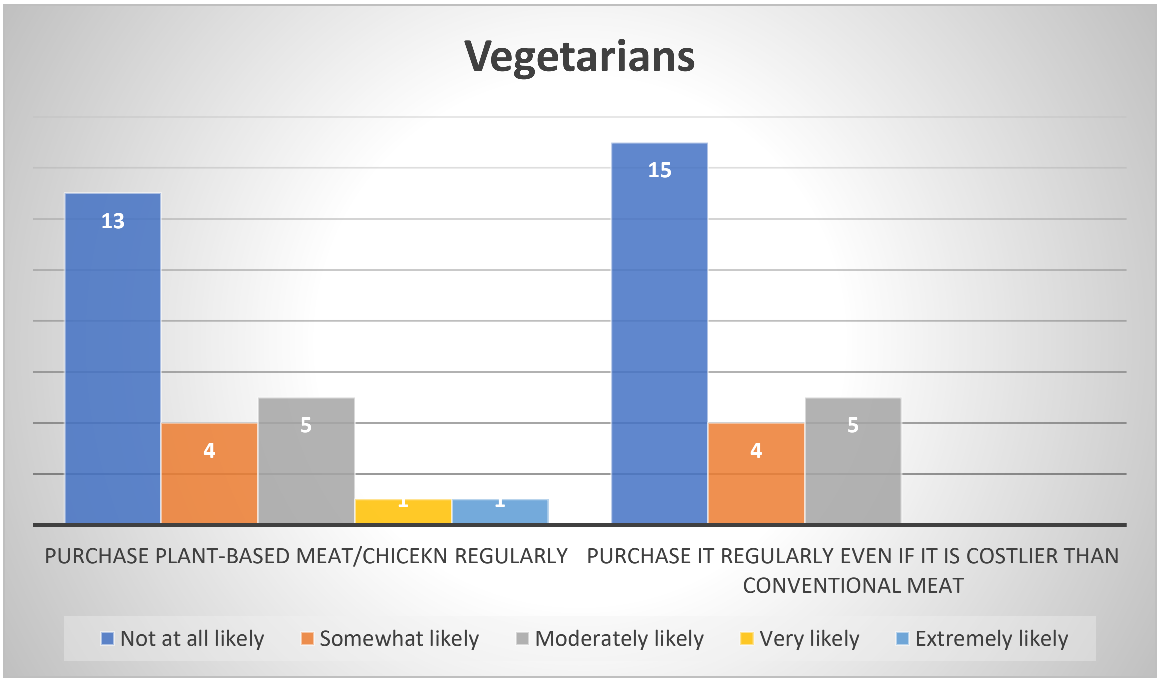
This a nominal scale question and falls under objective, “To understand buying behaviour towards vegan meat”. Till today, vegan meat hasn’t reached that state that it’s as same as both taste and price to conventional meat or chicken. So, this question helps in understanding people’s opinion that in future if vegan meat become identical to conventional meat, then will they go for it.



As of buying vegan meat regularly, majority of vegan respondents chose they’ll not do that. 50% (5) respondents chose not at all likely. 3 respondents select somewhat likely and 2 respondents says very likely they’ll buy it.

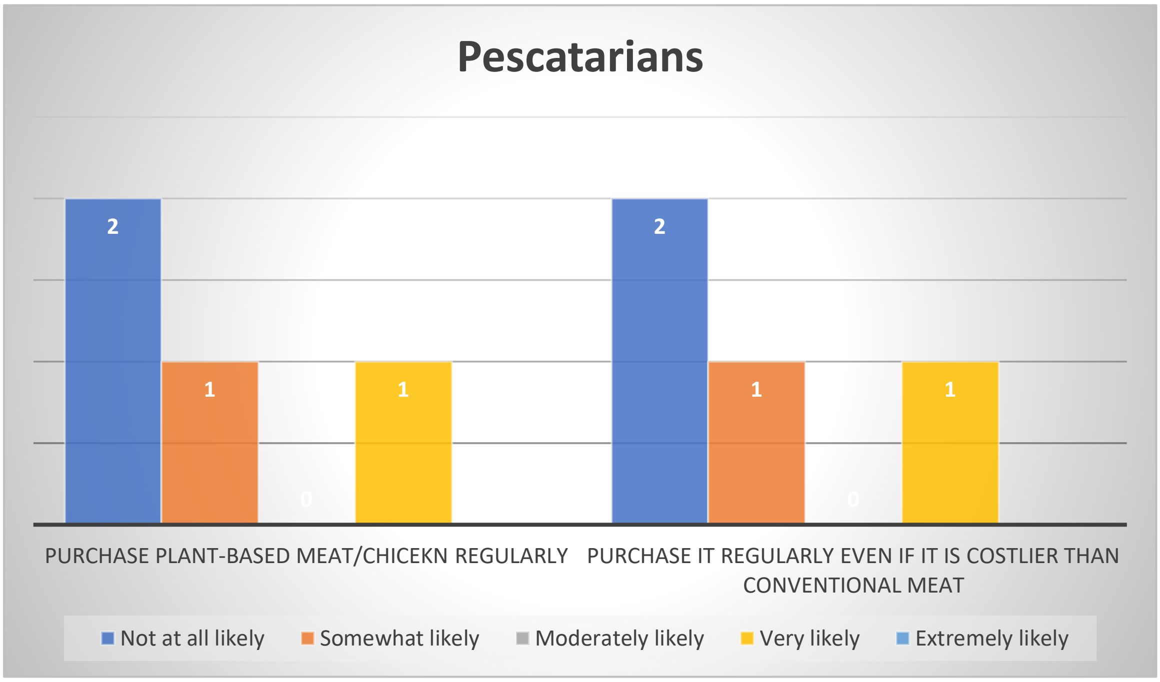
Based on this we can deduce that although perfect vegan meat comes in the market, half of the vegans will not buy it in these two conditions. But from other half, vegan meat will get some good regular customers from vegan community.

Vegetarians



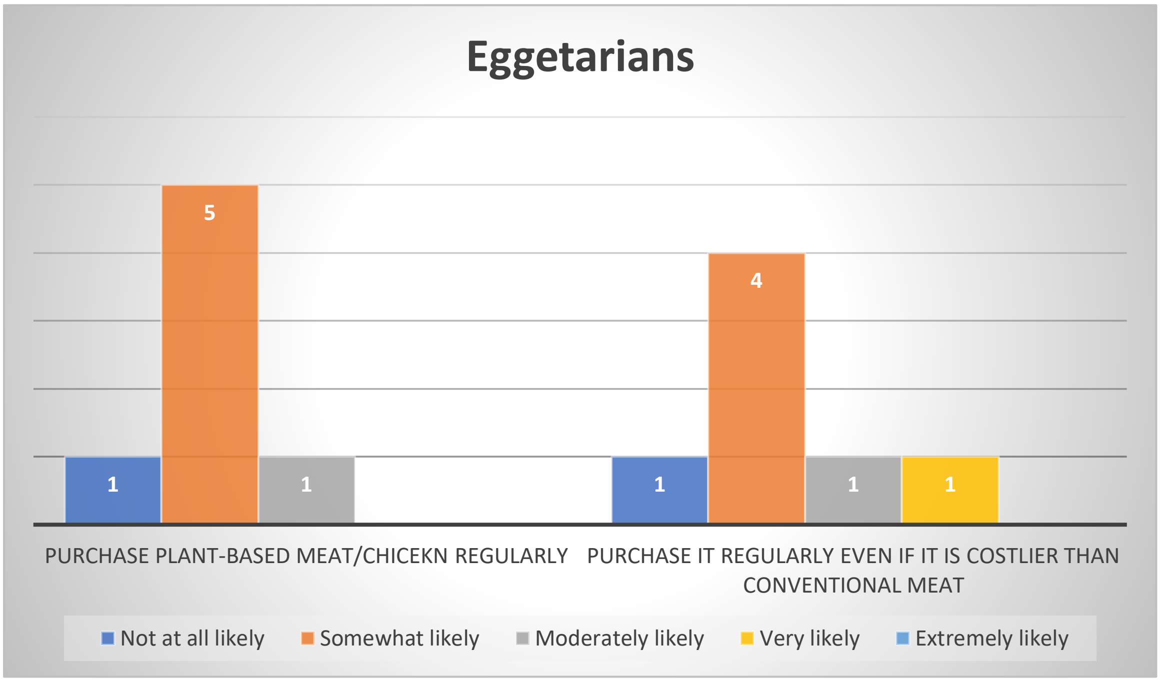
54.1 % (13) and 62.5% (15) vegetarian respondents chose not to buy vegan meat in both cases, i.e., regularly and if it is costlier than conventional meat. only one respondent said very likely he/she will buy it regularly. So, most of the vegetarians say not to it in both conditions.

Pescatarians



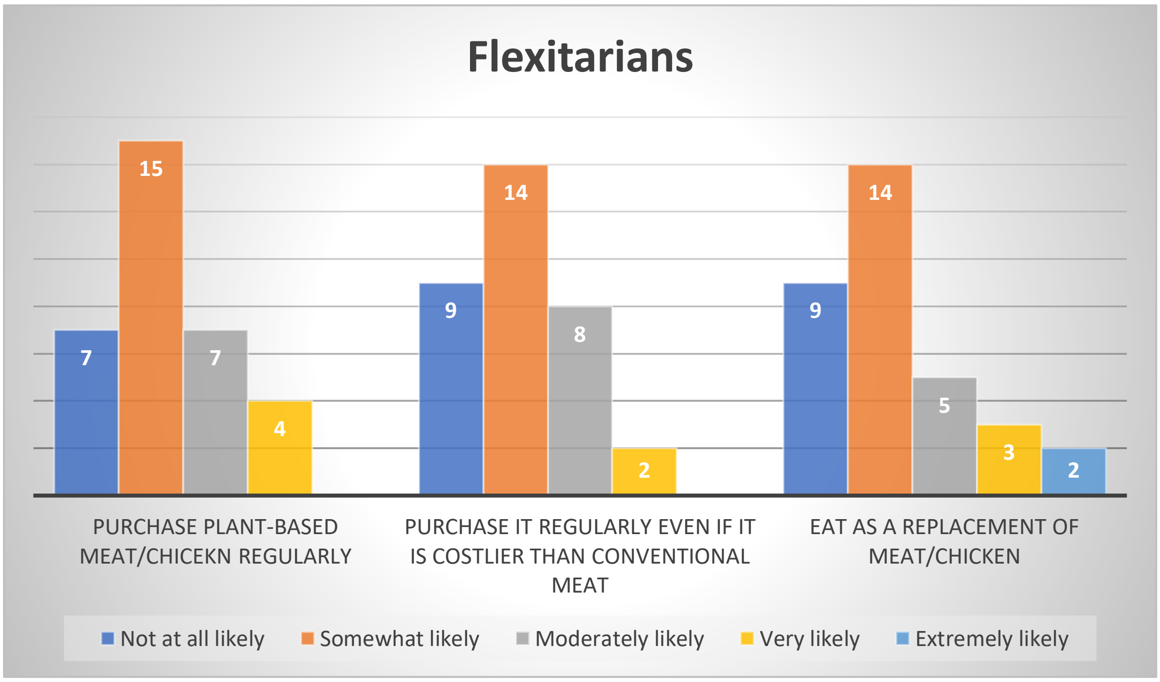
Out of 4 pescatarian respondents 2 chose to not buy it in both conditions. One respondent said very likely he will buy it and another one chose option as very likely in both conditions.

Eggetarians



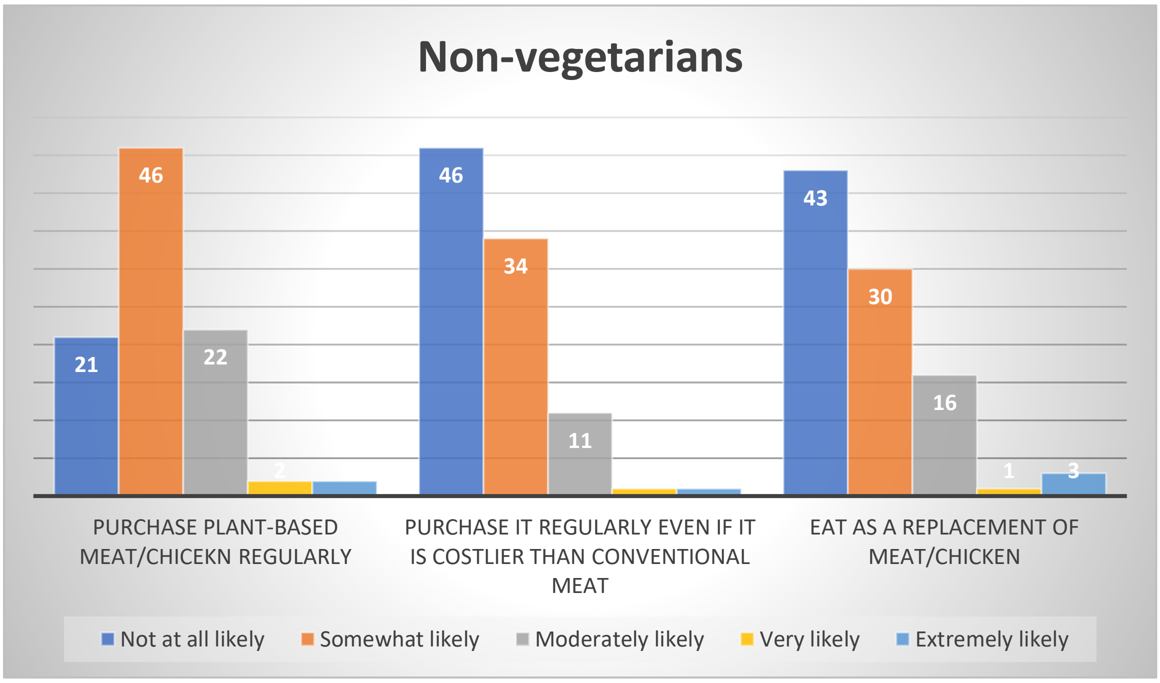
In both conditions majority of the eggetarians (71.4%, 57.1%) went for "Somewhat likely" option in both conditions. So, we can deduce that if the above assumption came true then there is slight probability that most of the eggetarians will buy the vegan meat in these two conditions also.

Flexitarians



Same like eggetarians, majority of flexitarians chose somewhat likely in all three conditions. In first condition 21.1% respondents chose option moderately likely and not at all likely each. Only 12.1%, 6%, 9% respondents chose very likely option in all three conditions respectively. As for replacement to meat/chicken 15% (very likely and somewhat likely combined) respondents are ok in having it. From the data we can deduce that some flexitarian customers will buy vegan meat in these two conditions. Also, there are slight probability that major portion of flexitarians will go for it in these 3 conditions.

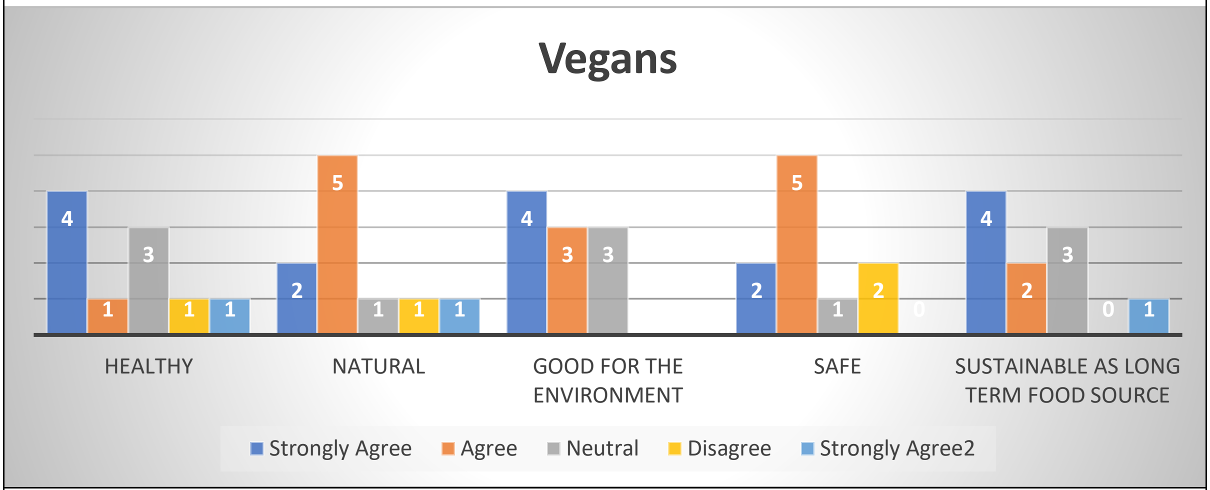
Non-vegetarians



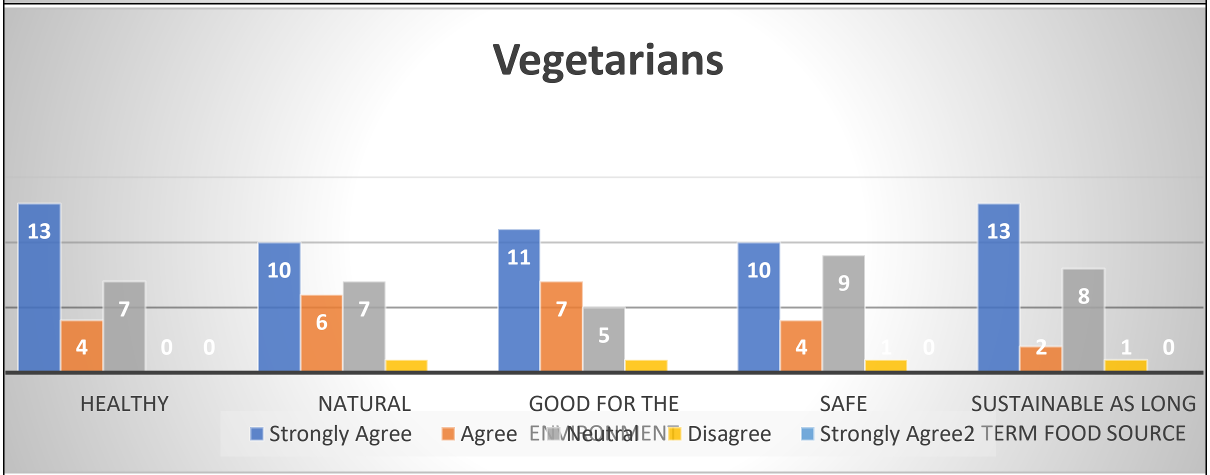
For 2nd and 3rd condition here majority (49.46%, 46.2%) of non-vegetarian respondents chose not to buy vegan meat. Also, very few respondents chose very likely and extremely likely in all 3 conditions. If we take second and third conditions will not work with non-vegetarians. Also, in first condition there are not much chances but some non-vegetarian customers might go for vegan meat for daily basis.

35) **Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:**

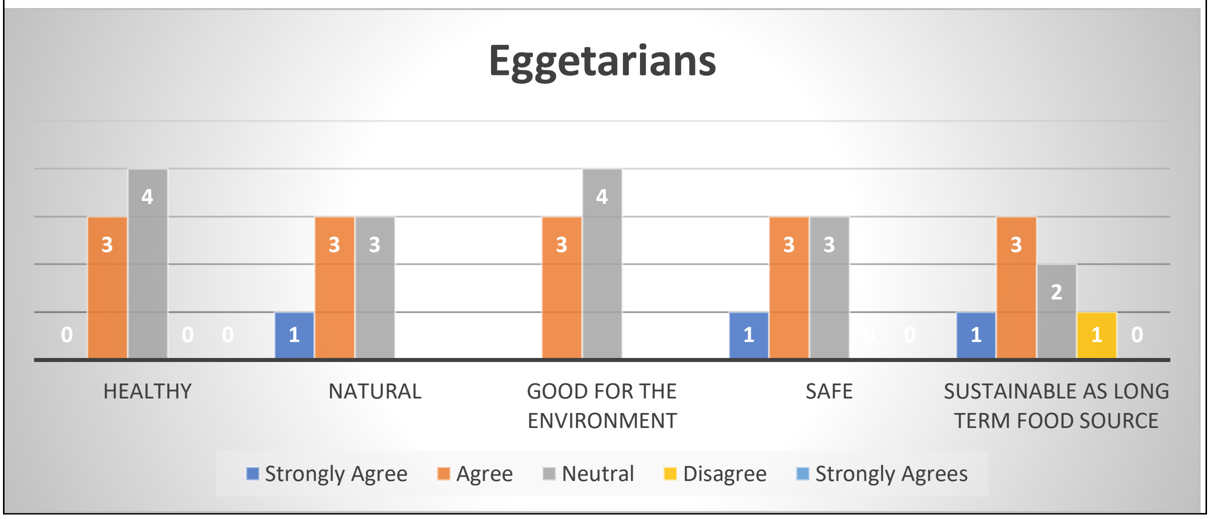
This a nominal scale question and falls under objective, “To understand buying behaviour towards vegan meat”. This question helps in understand based on different factors what people think about vegan meat.



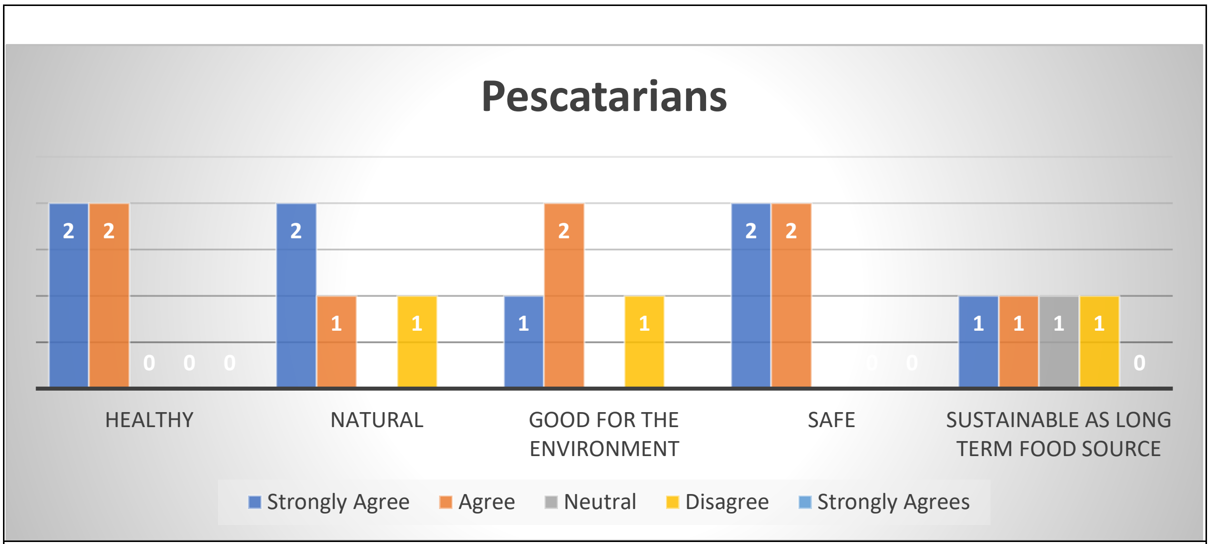
Vegans
4
1
3
1
1
2
5
1
1
1
4
3
3
2
5
1
2
0
4
2
3
0
1
HEALTHY
NATURAL
GOOD FOR THE ENVIRONMENT
SAFE
SUSTAINABLE AS LONG TERM FOOD SOURCE
Strongly Agree
Agree
Neutral
Disagree
Strongly Agree2

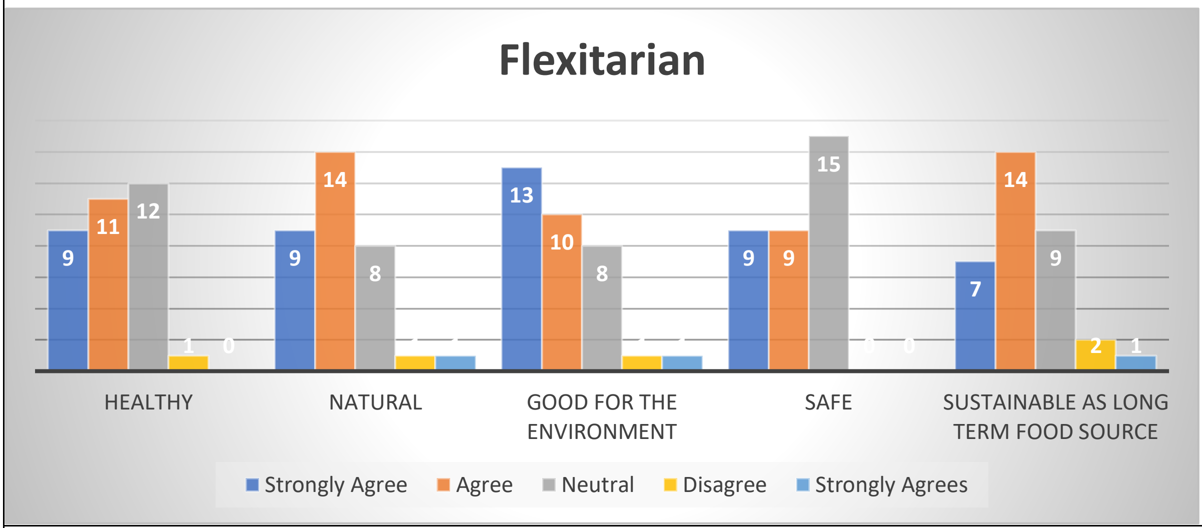


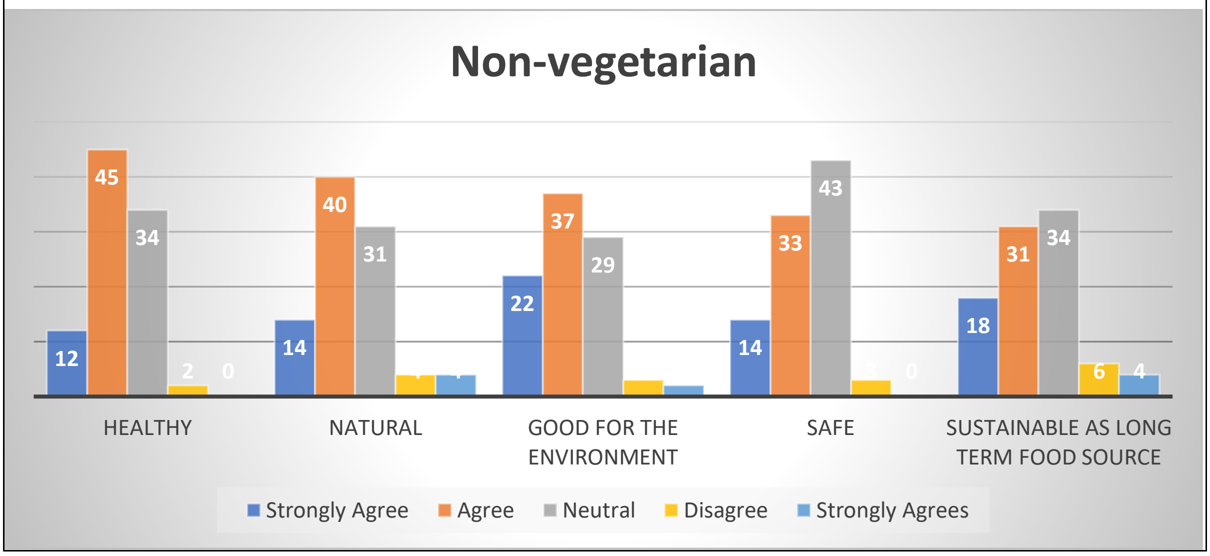
Vegetarians
13
4
7
0
0
10
6
7
11
7
5
10
4
9
1
0
13
2
8
1
0
HEALTHY
NATURAL
GOOD FOR THE ENVIRONMENT
SAFE
SUSTAINABLE AS LONG TERM FOOD SOURCE
Strongly Agree
Agree
Neutral
Disagree
Strongly Agree2



Eggetarians
0
3
4
0
0
1
3
3
3
4
1
3
3
0
0
1
3
2
1
0
HEALTHY
NATURAL
GOOD FOR THE ENVIRONMENT
SAFE
SUSTAINABLE AS LONG TERM FOOD SOURCE
Strongly Agree
Agree
Neutral
Disagree
Strongly Agrees







Vegans: From total 10 vegetarian respondents, majority believe that vegan meat is healthy, natural, safe, good for the environment and sustainable long term food source. Higher numbers of respondents strongly agree on vegan meat as healthy, good for the environment and sustainable long term food source. Majority of vegetarians have positive belief about vegan meat in all options.

Vegetarians: Most of the vegetarian respondents believe that vegan meat is sustainable long term food source. Higher numbers of respondents strongly agree on vegan meat as healthy, good for the environment, safe and natural. majority of vegetarians have positive belief about vegan meat in all options.

Eggetarians: From data we can deduce that eggetarians do believe that vegan meat is safe, sustainable long term food source and natural. Most of them stand neutral on healthy and good for the environment option.

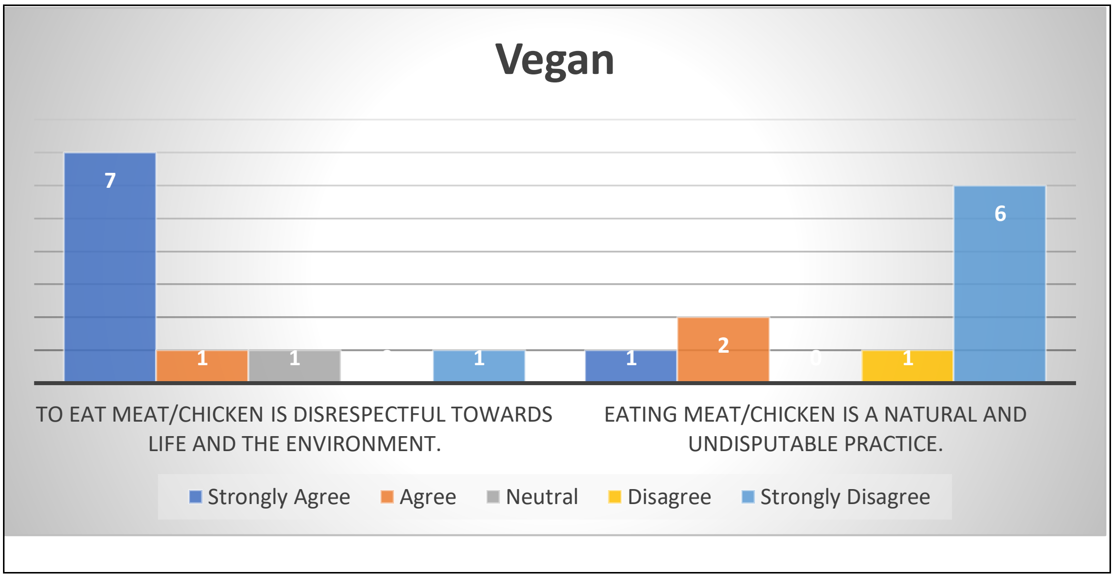
Pescatarians: Majority of the respondents do believe that vegan meat is healthy, good for the environment, safe and sustainable in nature. Though with regards to sustainable long term food source one out of four respondents selected "Neutral" and another one "Disagree" option.

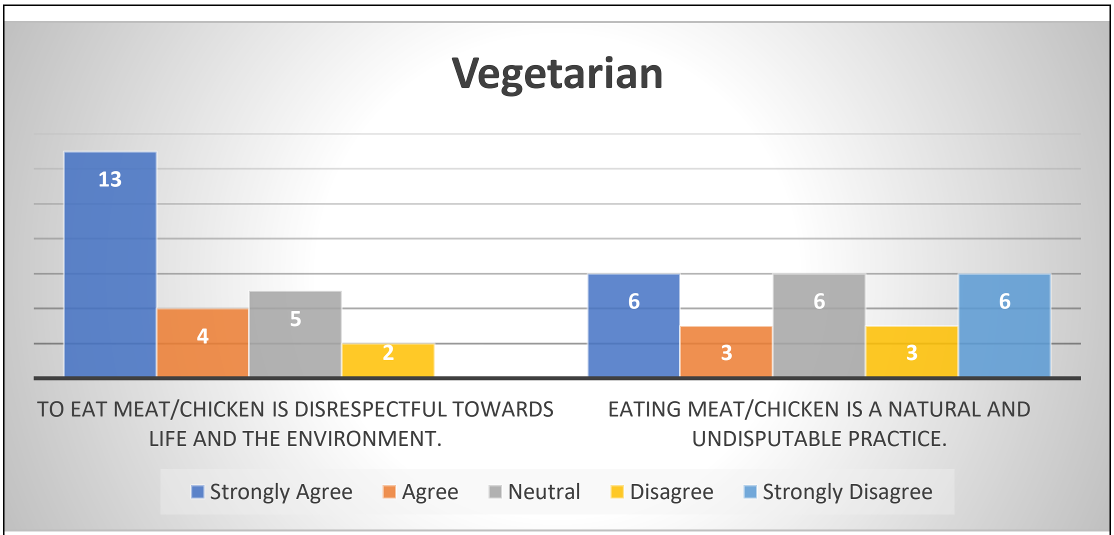
Flexitarians: Around 40% of flexitarians strongly agree that vegan meat is good for the environment. Also, in total 70% of them gave positive opinion about that. 45% (15) respondents keep neutral stand on safety. We can deduce from above chart that they believe that vegan meat is healthy, natural, good for the environment and sustainable as long-term food resource. Also, majority of them do believe that it's safe.

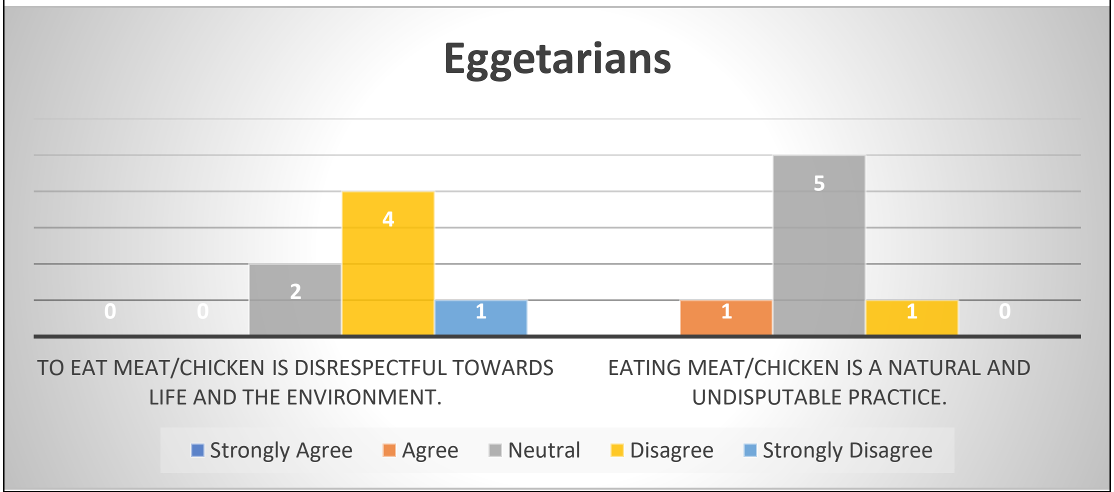
Non-vegetarians: Majority of the non-vegetarians agree that vegan meat is healthy, natural and good for the environment. Most of them stand neutral on safety and sustainable as long-term food resource. The highest strongly agree option choice (23.6%/22) from these respondents are for Good for the environment.

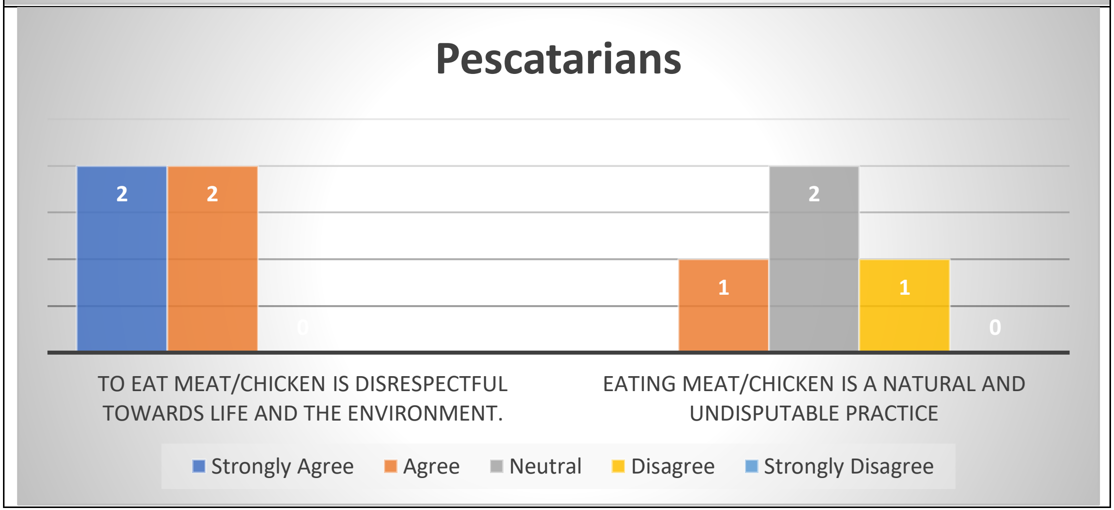
36) **To what extent you agree or disagree to the following statements:**

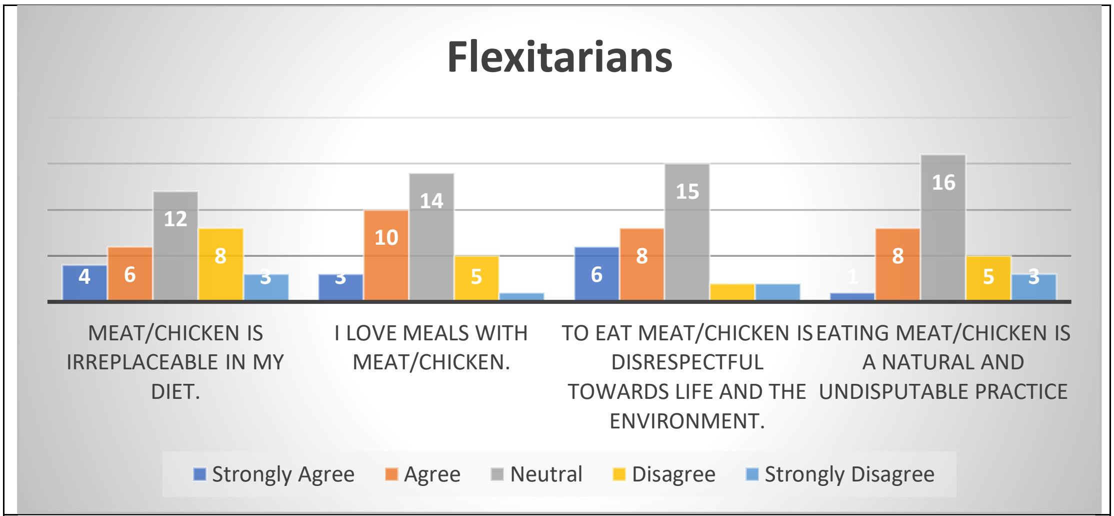
This a nominal scale question and falls under objective, "To understand buying behaviour towards vegan meat". Based on two conditions we tried to understand consumer's preference to vegan meat.

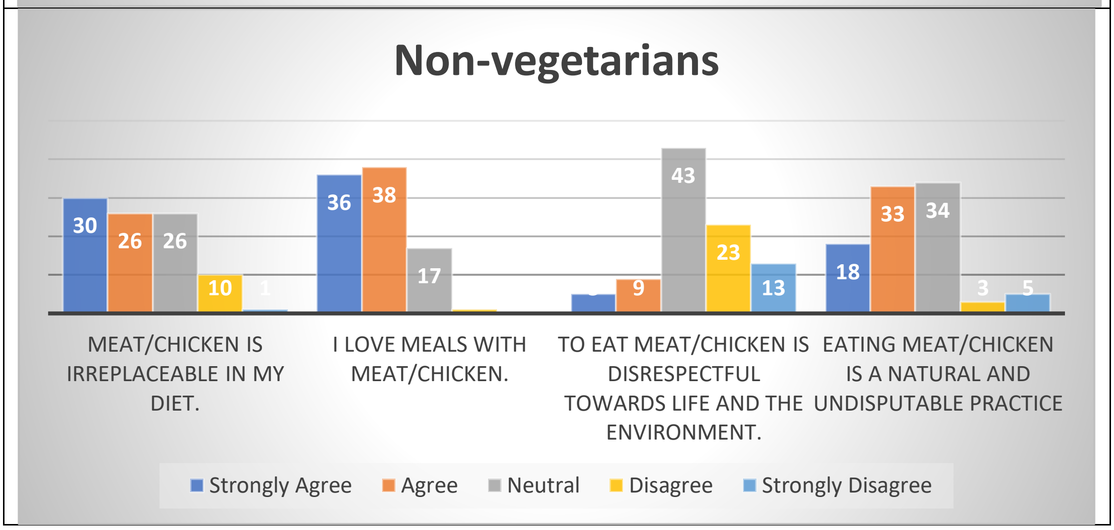



Vegetarian
13
4
5
2
6
3
6
3
6
TO EAT MEAT/CHICKEN IS DISRESPECTFUL TOWARDS LIFE AND THE ENVIRONMENT.
EATING MEAT/CHICKEN IS A NATURAL AND UNDISPUTABLE PRACTICE.
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree


Eggetarians
0
0
2
4
1
1
5
1
0
TO EAT MEAT/CHICKEN IS DISRESPECTFUL TOWARDS LIFE AND THE ENVIRONMENT.
EATING MEAT/CHICKEN IS A NATURAL AND UNDISPUTABLE PRACTICE.
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree


Pescatarians
2
2
0
1
2
1
0
TO EAT MEAT/CHICKEN IS DISRESPECTFUL TOWARDS LIFE AND THE ENVIRONMENT.
EATING MEAT/CHICKEN IS A NATURAL AND UNDISPUTABLE PRACTICE
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree





Vegans: Most of the vegan respondents (7,70%) strongly agree with that statement “To eat meat/chicken is disrespectful towards the environment”. 30%% (3) vegans believe that eating meat/chicken is natural and undisputable practice. 60% of respondents are strongly disagree with that statement.

Vegetarians: Around 54.2% (13) strongly agree with the statement “To eat meat/chicken is disrespectful towards the environment”. Also 5 respondents stand neutral with this statement. 37.5% (9) vegetarians believe that eating meat/chicken is natural and undisputable practice. Same number of respondents are against that statement and rest remained neutral. That means, we can deduce that some vegetarians do believe that eating chicken/meat is natural and undisputable practice.

Eggetarians: 4 out of 7 (57.14%) eggetarians disagree with the statement “To eat meat/chicken is disrespectful towards the environment”. 2 respondents stand neutral with this statement and one strongly disagreed. 71.4% (5) eggetarians stand neutral on statement “Eating meat/chicken is natural and undisputable practice”. From this we can deduce that eggetarians don’t believe that to eat meat/chicken is disrespectful towards the environment.

Pescatarians: All respondents (4) believe that to eat meat/chicken is disrespectful towards the environment”. 50% (2) pescatarian respondents stand neutral on statement “Eating meat/chicken is natural and undisputable practice”. From rest of the respondents, one agreed and one disagreed. From this we can deduce that pescatarians believe that to eat meat/chicken is disrespectful towards the environment.

Flexitarians: Around 30% of the flexitarians believe that meat/chicken is irreplaceable in their diet. 32.3% (30) strongly agree with that statement. Around 39% (13) love meals with meat/chicken. 15 (46%) the non-vegetarian respondents supported the statement that “To eat meat/chicken is disrespectful towards the environment”. Also, seven respondents believe that eating meat/chicken is natural and undisputable practice. On all 4 statements higher number of respondents chose neutral option.

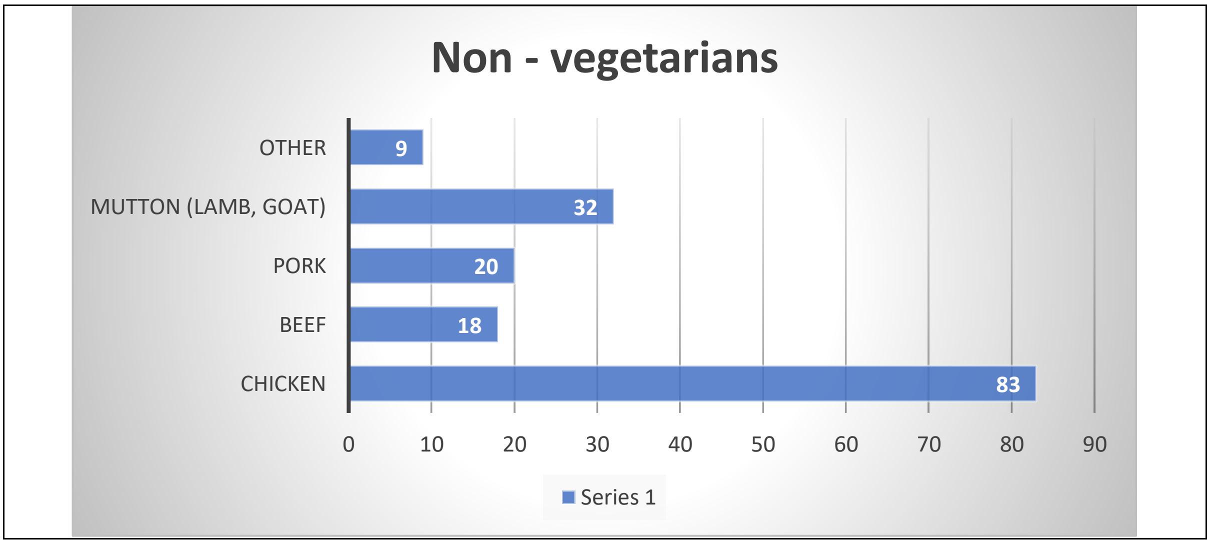
Non-vegetarians: Most of the non-vegetarians believe that meat/chicken is irreplaceable in their diet. 32.3% (30) strongly agree with that statement. Around 80% (74) love meals with meat/chicken. Majority of the non-vegetarian respondents (79 / 85%) stand neutral or disagreed or strongly disagreed to the statement that “To eat meat/chicken is disrespectful towards the environment”. Also, most of the respondents (51) believe that eating meat/chicken is natural and undisputable practice.

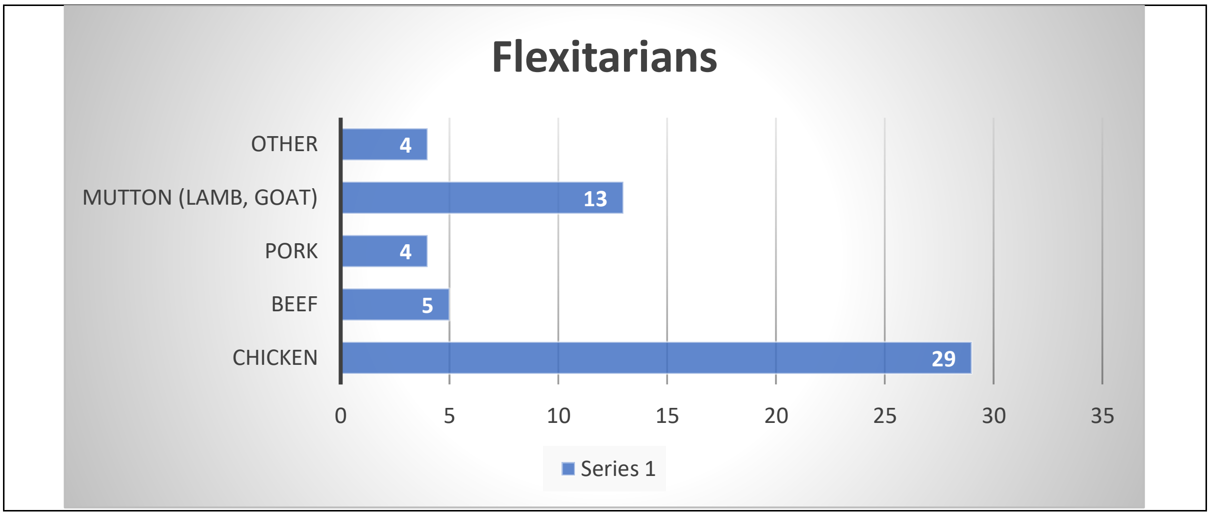
37) Select the following types of animal meat/chicken you would like to taste if they were produced as plant-based meat/ vegan meat?

This a nominal scale question and falls under objective, “To find the determinants of consumer behaviour towards food preferences”. This question helps in understanding consumer’s preference to the taste of various animal meat.

Non-vegetarians: 93 responses

Flexitarians: 33 responses





From total 93 respondents 83 chose chicken to taste in vegan meat. Mutton taste is on second position which 32 respondents gave preference. Pork and beef are 3rd and 4th favourite of non- vegetarian respondents respectively.

Based on this we can deduce that non-vegetarians prefer chicken in vegan meat.

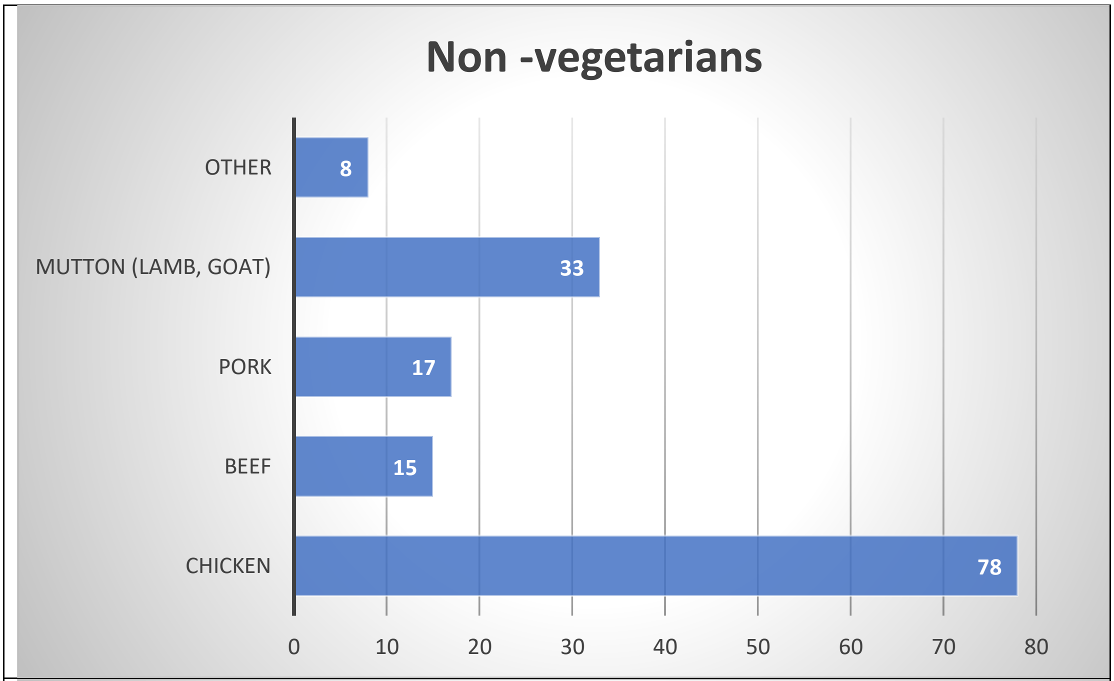
From total 33 respondents 29 chose chicken to taste in vegan meat. 13 respondents chose Mutton. Pork and beef are 3rd and 4th favourite of flexitarian respondents respectively.

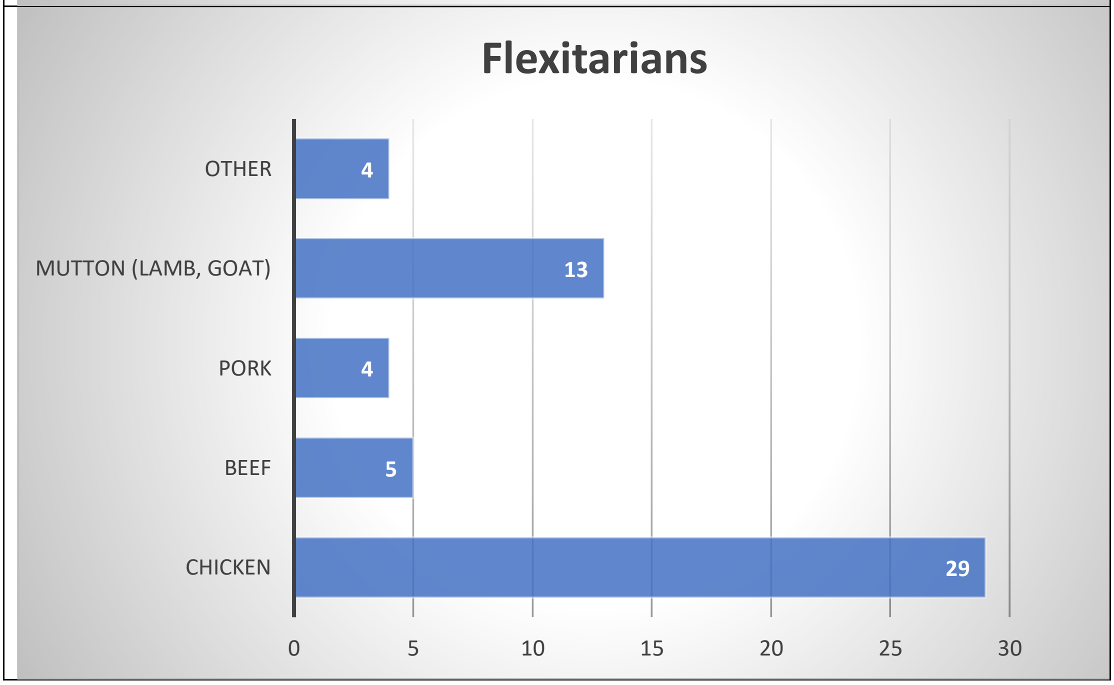
Based on this we can deduce that flexitarian prefer chicken in vegan meat.

38) **Which of the following do you eat at least occasionally (including in other dishes and baked goods)? Check all that apply.**

This a nominal scale question and falls under objective, “To find the determinants of consumer behaviour towards food preferences”. This question helps in understanding consumer’s preference among having various animal meat. As which they eat the most. From that we can assume availability of various animal meat in that region.

Non-vegetarians: 93 responses
Flexitarians: 33 responses





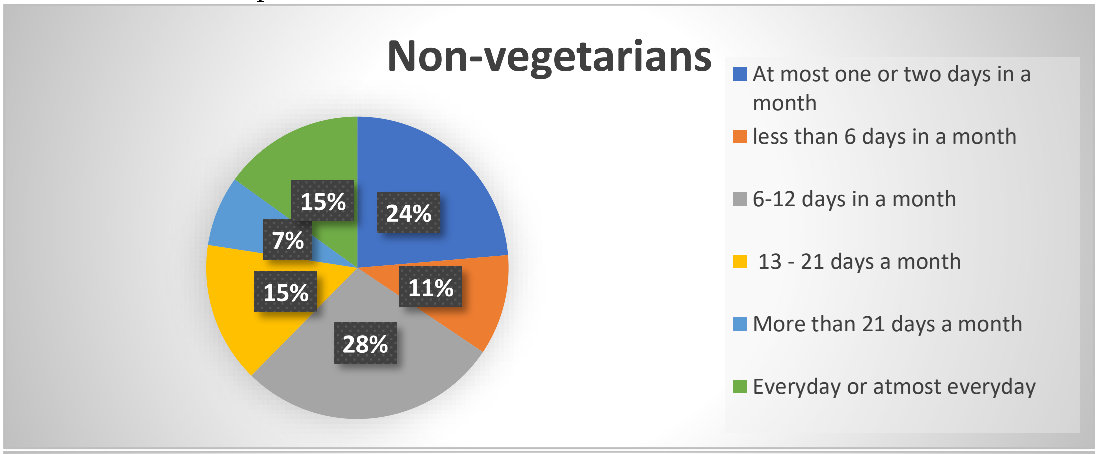
Most of the non-vegetarian respondents (78) prefer to eat chicken at least occasionally. Second preference goes to mutton, around 33 respondents chose it. Pork and beef come after that third and fourth respectively.
So, we can deduce that non-vegetarians mostly prefer to eat chicken than any other meat.

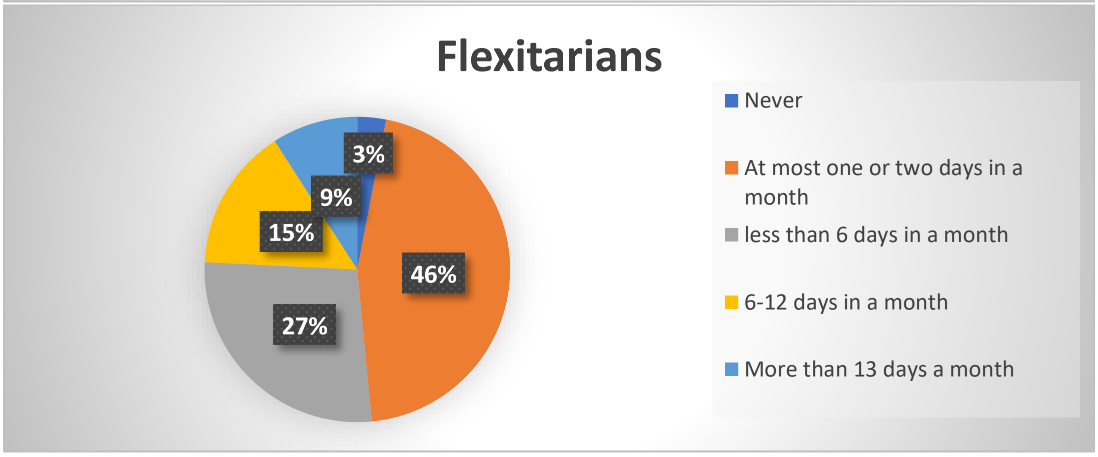
Around 87% flexitarian respondents eat chicken at least occasionally. 39.3% (13) respondents mutton, 4 respondents' pork and 5 respondents beef eat occasionally.

39) **In a month, mostly how many days do you choose to have a meat/chicken in your diet (including in other dishes and baked goods)?**

This a nominal scale question and falls under objective, “To find the determinants of consumer behaviour towards food preferences”. This question helps in understanding how often people eat meat/ chicken. We can assume based on this how much they fond of chicken/meat.

Non-vegetarian :93 responses
Flexitarians: 33 responses





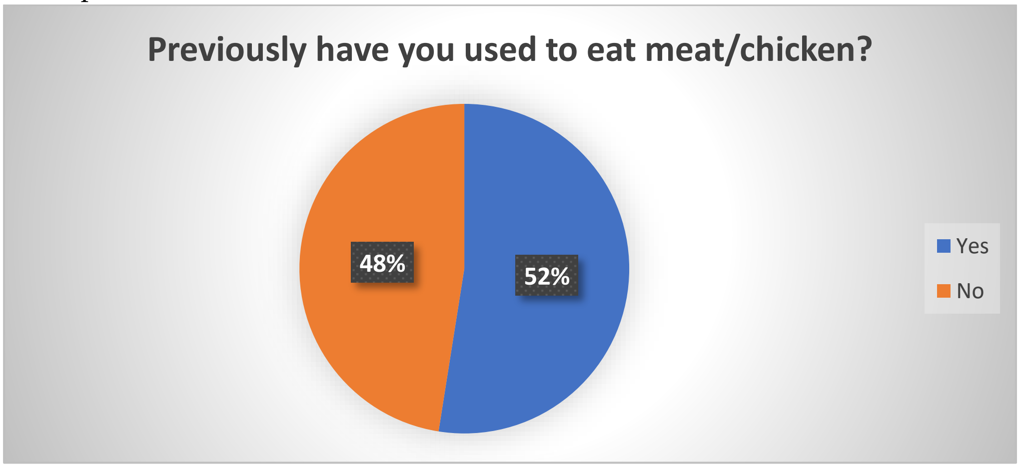
Non -vegetarians:
Around maximum 28% (26) respondents prefer to eat meat/chicken in 6-12 days in a month, 22.6% (22) prefer to eat in at most one or two days in a month, 15.1% eat it every day or almost every day. Then, around 15% respondents eat meat/chicken 13 to21 days a month and 7.5% respondents taste it in more than 21 days a month.
This shows around 38% (35) of respondents eat meat/chicken more than 13 days a month. The number goes to 61 (65%), those respondents eat chicken at least 6 days a month. But 51.2%(42) respondents of them are below 25 years of age and 71.9%(59) respondents are below 35 years of age.

Flexitarians:
From total respondents, 40% (15) respondents prefer to eat meat/chicken in at most 1 - 2 days in a month, 27.3% (9) prefer to eat less than 6 days in a month. Only 5 (15.2%)

respondents eat it 6-12 days in a month. Only around 3 (9%) respondents eat meat/chicken more than 13 days a month. Only one respondent said he never eat chicken or meat.

40) Previously have you used to eat meat/chicken?

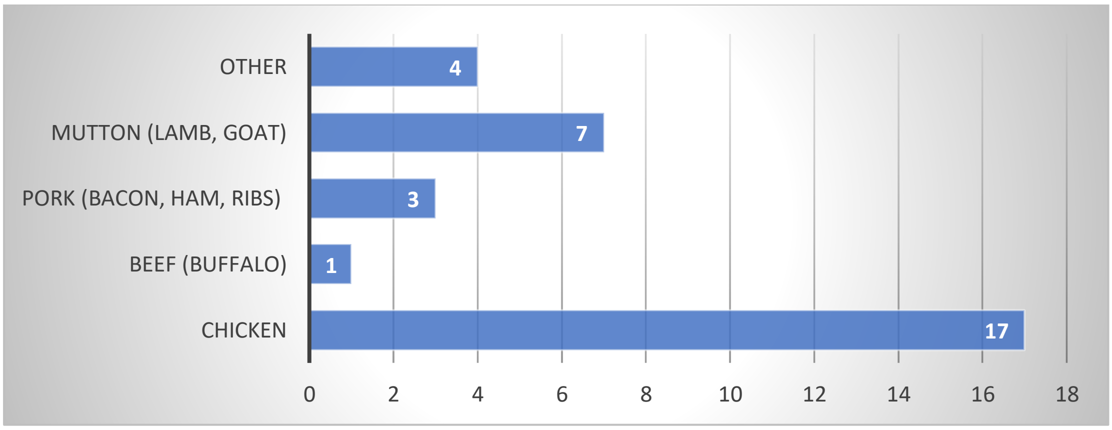
40 responses



This question was only for vegan, vegetarian, pescatarian and eggetarian respondents. This is a nominal question and falls under objective "To find the determinants of consumer behaviour towards food preferences". This question was added later in the survey due to this instead of 45 responses we got 40.

Here 52.5% claimed that they have eaten chicken/meat before turning to the meatless diet.

41) Select the following types of meat/chicken you would like to taste if they were produced as plant-based meat?

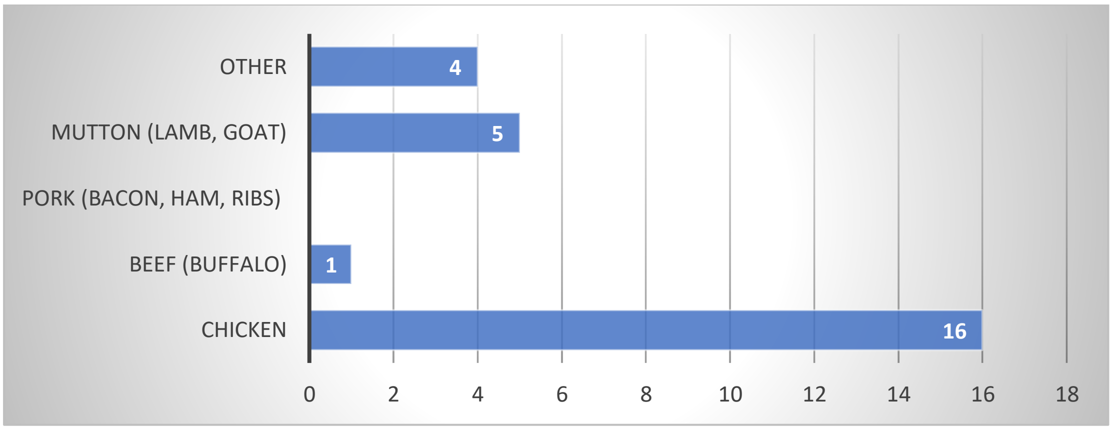


This is a nominal question and falls under objective "To find the determinants of consumer behaviour towards food preferences". From previous question 21 respondent who selected "Yes" answered this question.

From total 40 responses 17 chose chicken to taste in vegan meat. Mutton taste is on second position which 7 respondents gave preference. Pork and beef are 3rd and 4th place respectively.

Based on this we can deduce that there is more preference to chicken in vegan meat.

42) Select the following you used to eat at least occasionally (including in other dishes and baked goods)? Check all that apply.



Most of these respondents (16) used to eat chicken at least occasionally. Second preference was to mutton, around 5 respondents chose it. Pork and beef come after that third and fourth respectively.
So, we can deduce that here also most preference is to chicken than any other meat.

7. PROJECT DATA FINDINGS

Major findings from this survey are:

1) Most of the people still don't know about available vegan products in the market. Even majority of people don't know about soy milk, which is there now for more than 100 years.
2) As per this survey vegan meat is became popular quite fast as compared to other vegan products. As many people don't know about vegan milk but do have heard about vegan meat. Though still most of the people do not clearly have knowledge about vegan meat.
3) As per this survey we got only three reasons why people don't buy vegan meat which are not available in local shop/market, more preference to chicken/meat and not sure why to buy vegan meat.
4) Shark Tank resulted in giving a boost of awareness to Wakao Foods. Social media and word of mouth also quite contributing in it.
5) Even though due to Shark Tank and other mediums Wakao has managed to raise awareness still there is quite lot of people out there who never heard about Wakao. As from survey both in Mumbai and Goa only 60% of respondent said they know the brand.
6) The Jack Burger Patty is most preferred product of Wakao Foods.
7) Most of Wakao Foods customers are below 35 years age.
8) As per the data 56+ age is not comfortable in ordering online Ready to Eat or Cook and serve food.
9) Out of the people who have heard about vegan meat, only around half of them know about know about available brands.
10) Grocery store / local market still remained as first choice of the people to buy food products. Supermarket/hypermarket comes as a second choice.
11) Instagram is the main source how people get to know about new food products. Second source is through friends, family and relatives. YouTube is remains at third place.
12) There are some people who do believe that certain social and cultural rules/norms which prevent them from having vegan meat. Most of them are vegans, vegetarians and flexitarians. Also, most of these people belongs to Hinduism. From Jainism, other than Goa one rest either agreed or remained neutral about social and cultural norms preventing them from having vegan meat.
13) Most of the people have eaten Jackfruit but only around half of them might have tasted it many times.
14) Around 20% of our respondents were Flexitarian, 6% vegan, 2% pescatarian, 4% eggetarian and 14% were vegetarian. Rest of the respondents were non-vegetarians.
15) Most of our vegan's family are not following their diet. Some members from most of pescatarian's and eggetarian's family are following some different diet. Also, around 40% of flexitarian's respondent's family members are having some other diet.
16) Most of the vegans are there on online or offline vegan group/s.
17) Vegans main reason for motivation is environmental protection and to prevent animal exploitation. Non-vegetarians' main reasons are they belong to that family and they love non-veg food. Other ones one of the main reasons are personal wellbeing and health.
18) Non-vegetarians and flexitarians both prefers chicken as their first choice in vegan meat.
19) Most of the flexitarians eat chicken/meat less than 6 days a month.

8. CONCLUSION

After all things considered I can conclude that the factors affecting the sale of Wakao Foods and vegan meat are: -

1) Lack of awareness of vegan meat:
   Though vegan meat has gained popularity much quicker compared to other vegan products but still there is quite large amount of people who are unaware about the vegan meat. Even more than that people are not aware about the vegan meat brands.
2) People are Less informed and not-convinced about vegan meat:
   Most of the people know the vegan meat are also not well informed and convinced about the vegan meat to buy it.
3) Lack of brand awareness: Considering only Goa also lot of people haven't heard about Wakao Foods.
4) Unavailability of vegan meat in the local stores and not convinced about vegan meat are the main reasons, people don't buy vegan meat.
5) Maximum Wakao Foods customers are below 35 years of age.
6) As, Wakao Foods and most of the vegan meat brand's products are Ready to Eat or Ready to Cook and Serve and also main medium of selling is through online marketplaces. Many old age customers not finding comfortable to buy it through online medium.

After understanding consumer buying behaviour towards vegan_meat, I came down to following points:

1) Considering psychological factor, one of the main motivations for vegans going for and choosing vegan food or vegan diet is environmental protection and to prevent animal exploitation. On other hand non-vegetarians are because they belong to non-vegetarian family.
2) Vegans have completed oppose to conventional meat but still they do not prefer vegan meat on regular basis. But they do trust it as healthy, natural, environment friendly and safe. Vegans are also the ones who mostly joins online or offline groups related to vegan food.
3) Most of the vegan meat brand's products are either Ready to Eat or Ready to Cook and Serve and mainly people chose to buy it from grocery stores or from local market. Second choice is super market or hyper markets.
4) There are many consumers who do face the certain social and cultural norms which prevent them from having vegan meat or certain kind of vegan meat. Also, culture we live within does affect our food choices.
5) As uptil today, generally vegan meat is comparatively costly than conventional meat. And one of the main factors which influence food choices is cost of the product.

9. RECOMMENDATIONS TO THE COMPANY

1) With brand awareness, awareness about vegan meat is also needed. People are not quite informed about the vegan meat, what it is and why should they buy it.
2) Many respondents one main reason was they don’t know why to buy vegan meat. So, it is better to give them reason to choose vegan meat over conventional meat. It can be done through ad campaigns by promoting vegan meat benefits over conventional meat or by creating a marketing strategy considering that reason.
3) As per this survey, most of the vegan meat’s and Wakao’s customers fall under 35years age. So, it is better to give preference to them more through marketing campaigns.
4) Most of the vegans are there on offline or online group it is better and easier to promote through that using some creative marketing strategy
5) The company must focus more on keeping their products on Grocery stores. As many respondents’ main reason for not trying vegan meat was that it is not available in local store. Regardless of income most of the people do prefer in buying at least some items through local market/ grocery store. Also, above 56+ years of age group people are not comfortable in buying Ready to Eat or Cook and Serve food products from online marketplaces. More about this has been discussed in Question 25.
6) Company should try placing their product beside fast selling goods as per different market places like mall, supermarket, etc. by doing a proper study about it. This
7) A well depth research analysis is needed in large scale on various topics like Jackfruit likability, social and cultural norms preventing from having vegan meat and many more to better understand the potential consumers out there.

10. LEARNINGS DERIVED

1) Massive consumer market is out there, everyone is influenced by certain habits, likings, social/ cultural norms and many more. I learned to understand the consumer market a little bit by studying consumer behaviour.
2) After conducting the survey at large scale, I learned how to frame the questionnaire in much effective manner. Though, I got comparatively less responses for this survey, it was worth experience.
3) I experienced the meaning of proverb “there is only one way to eat an elephant: a bite at a time” by actually applying it while doing this report. As there were 40+ questions for this survey, relating the factors and understanding them was seem difficult, but it can be done by sorting the data and focusing on one part at a time it makes easier of data only each time

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ANNEXTURE

SECTION 1

1) From Below which state/ Union Territory you live into?

- Maharashtra
- Karnataka
- Goa
- Tamil Nadu
- Other

Depending on above city question the next question's options will appear, like if Maharashtra then:

SECTION 2

2) Which city you live into?
- Mumbai
- Other__________

Tamil Nadu: 1) Chennai 2) Other

Karnataka: 1) Bangalore 2) Other

SECTION 3

3) Gender

- Female
- Male
- Other

4) What's your age?

- Less than or equal to 17
- 18 - 25
- 26-35
- 36-45
- 46-55
- 56-65

- 66+

5) Education

- Less than 10th
- 10th
- 12th
- Graduate
- Post-graduate
- PhD
- Other________

6) What's your profession?

- Student
- Government / Private company Servant
- Businessman / Entrepreneur
- Self- employed / freelancer
- Retired
- Currently Unemployed

7) What is the monthly income of entire household?

- Below Rs. 15K
- Rs. 15K - Rs.30K
- Rs. 30K - Rs. 45K
- Rs. 45K- Rs. 60K
- Rs. 60K – 75K
- More than Rs. 75K

8) Which of the following best describes your religious affiliation?

- Hinduism
- Islam
- Christianity
- Sikhism
- Buddhism

- Jainism
- Other religion
- Agnostic / Atheist / Spiritual / Not Religious
- I prefer not to answer

9) Select the following plant-based food you've heard of before this survey and also which you've eaten.

(**For your help:**
Example of Plant -based food brands: Beyond Meat, Wakao, Imagine Meat, Blue Tribe)

	I've heard about it but don't know clearly what it is	I do know about it	I've never heard about it
Soy Milk / Vegan milk			
Plant-based egg			

10) Have you heard about vegan meat or plant-based meat before this survey? (Example of vegan meat brands: Beyond Meat, Wakao Foods, Imagine Meat, Blue Tribe)

	I've heard about it but don't know clearly what it is	I do know about it	I've never heard about it
Plant based meat/ Vegan meat			

A) The respondent selecting **Never heard about it in Q9** will be skipped too the **Section 4** And **I've heard about it but don't know clearly what it is** will go for **Section 5** Which will have same content as section 4 and then to the next question
B) Others will go for next Question

Section 4 Section 5

VEGAN MEAT/CHICKEN

Vegan Meat is a plant-based Meat/chicken have similar texture, flavour or appearance like that of animal-based meat. There is a lot of research going on in the vegan meat/chicken industry. Currently vegan meat/chicken products are soy made, jackfruit made, lab processed meat/chicken and many more. Some vegan meat contains potato and beans, then others contain soy protein, pea protein and sunflower oil. There are so many substitute options available in this industry.

Plant based alternatives are growing in many categories from meat/chicken to egg to fish. Brands started investing heavily in the research and development to bring better and variety of products to cater their target customers.

The global vegan food market has reached a value of US$ 17 Billion in 2020.

Here are some Vegan food brands:

From here the respondent section 5 will be skipped to Section 6

From here the respondent of section 4 will be skipped to Section 12

SECTION 6

11) Have you eaten any vegan meat / plant-based meat so far?

- Yes
- No

Respondent who goes for **<u>No</u>** Option will answer **<u>Q12</u>**

SECTION 7

12) From below select specific reasons because of which you didn't try any vegan meat/chicken so far.
- ○Price is too high
- ○I'm animal meat/chicken lover
- ○Not available in the local shop or market
- ○I don't trust new foods.
- ○Still not convinced about any brand to buy it
- ○Still not sure why should I buy it
- ○Other______________

SECTION 8

13) Had you heard of Wakao Foods brand before this Survey?
- Yes
- No

Respondent who goes for **<u>Yes</u>** Option will answer **<u>Q14</u>**

Respondent who goes for **<u>No</u>** Option will answer **Section 11**

SECTION 9

14) From where have you heard of Wakao Foods?
- ○ Shark Tank
- ○ Online Magazine/ Blog/ Website
- ○ News Channel
- ○ Newspaper
- ○ Social Media
- ○ Friends/ Relatives
- ○ Advertisement / Online Ads
- ○ Any Other______

15) Select from below options you have gone through Wakao Foods channels?
- ○ Website
- ○ Instagram Page
- ○ Facebook Page
- ○ LinkedIn Handle
- ○ YouTube Channel
- ○ None

16) Which of the below social media channels you follow Wakao Foods?
- ○ Instagram Page
- ○ Facebook Page
- ○ LinkedIn Handle
- ○ YouTube Channel
- ○ None

17) Have you tried any of the food products of Wakao Foods?

- Yes
- No

Respondent who goes for **Yes** Option will answer **next question**
Respondent who goes for **No** Option will answer **Section 11**

SECTION 10

18) Select from below Wakao Foods product/s you've tried.

- Jack Burger Patty
- Raw Jack
- Butter Jack
- Teriyaki Jack
- BBQ Jack

19) Select from below any other brand's food product that you have eaten?

- Beyond Meat
- Blue Tribe
- Imagine Meat
- Vezlay
- Urban Platter
- Desi Treat
- None
- Other________

20) On a scale of 1 to 10, how likely is that you would recommend Wakao Foods to a friend or a colleague?

Very unlikely 12345678910 Very likely

Goes to Section 11

SECTION 11

21) Select from below the other vegan meat brands you know about?

- Beyond Meat
- Impossible Meat
- BlueTribe
- Imagine Meat
- Vezlay
- Urban Platter
- None
- Any Other________

Goes to Section 12

SECTION 12

22) Select the sources mostly you get to know about new food products or recipes?
  - ○ Insta food related pages
  - ○ YouTube food related channels
  - ○ Food related Facebook page/group
  - ○ From Family, Friends and Relatives
  - ○ Online Food Magazine /blog/ websites
  - ○ Online food delivery services like Swiggy and Zomato
  - ○ Offline marketplaces like Malls, Hypermarkets, Supermarkets, etc.
  - ○ Online marketplaces like Amazon, Flipkart, etc.
  - ○ Television
  - ○ Food Magazines or Newspaper
  - ○ Other______

23) Are you comfortable in ordering READY TO EAT food from online marketplaces?

In that comes Maggi Noodles, Maggie Ready to Eat Poha, MTR Breakfast poha pouch, Aashirvad Mini Idli Sambar, etc.

- Yes
- No

24) Are you comfortable in ordering READY TO COOK AND SERVE food from online marketplaces?

In that comes ITC Master chef Hyderabadi Biryani Cooking paste, ChefBoss Bhuna masala gravy etc.

- Yes
- No

25) From where do you mostly chose to buy following food items

	Confectionary Products: Biscuits, Bakery products	Drinks: Juices, Soft drinks	Instant Food, Ready To Eat/ Cook foods: Maggi, etc.	Dairy: cheese, milk, butter, etc	Dry/Baking Goods: Cereals, flour, Sugar, etc.
Grocery store or from local open market					
Shopping Mall					

Supermarket/ Hypermarket					
Amazon, Flipkart, Grofers, etc.					

26) From below statements agree or disagree regarding social and cultural norms/rules which prevent (or can prevent) you from having vegan meat or certain type of vegan meat?

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Some Social Norms/rules do prevent (or can prevent) us from having vegan meat					
Some Cultural norms/rules do prevent (or can prevent) us from having vegan meat					

27) From below statements agree or disagree regarding some factors which influence food choices?

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Cost of the food product matters to me while ordering the food					
Some of my friends/relatives has influenced my food choices					
My religious belief does have influence on my food choices.					
In the culture I live does have influenced on my food choices.					

28) Are you a

- Vegetarian (Eat milk and other dairy products but not fish, eggs, meat/chicken and chicken)
- Vegan (Doesn’t eat any products of animal origin)
- Flexitarian (A Vegetarian who occasionally eat meat/chicken/chicken)

- Eggetarian (A vegetarian who eats eggs and egg products)
- Pescatarian (A vegetarian who eats seafood like fish but doesn't eat meat/chicken/chicken)
- Non-vegetarian

Vegan will go for section 11

Vegetarian for Section 12

Eggetarian for Section 13

Pescatarian for Section 14

Flexitarian for Section 15

Non-vegetarian for Section 16

SECTION 11

29) Is your family also Vegan or Vegetarian?
    - Yes
    - Not all of them
    - No

30) Do you belong to any online or offline Vegan group?
    - Offline YES NO
    - Online YES NO

31) What motivated you to start and stay as Vegan/ Vegetarian?
    - Personal Well-being and health
    - Environmental protection
    - Preventing Animals Exploitation
    - Family is vegan
    - My fitness coach/guide
    - My friends or relatives are vegan
    - Vegan Influencer/ celebrity
    - Other_______

32) Let's say till now you haven't found Plant based Meat identical to conventional meat/chicken in taste and nutritional properties. Now, would you go for plant-based meat if you found the taste, texture and nutritious value to be identical to conventional meat/chicken (regular meat/chicken).

	Not at all likely	Somewhat likely	Moderately likely	Very likely	Extremely likely
Purchase plant-based meat/chicken regularly?					
Purchase it regularly even if it is costlier than conventional meat/chicken?					

33) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

34) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

SECTION 12

35) Is your family also Vegetarian?

- Yes
- Not all of them
- No

36) Do you belong to any online or offline Vegetarian group?
- Offline YES NO
- Online YES NO

37) What motivated you to start and stay as Vegetarian?
- ○Personal Well-being and health
- ○Environmental protection
- ○Preventing Animals Exploitation
- ○Family is vegetarian
- ○My friends or relatives
- ○My fitness coach/guide
- ○Vegetarian celebrity/influencer
- ○Other________

38) Let's say till now you haven't found Plant based Meat identical to conventional meat/chicken in taste and nutritional properties. Now, would you go for plant-based meat if you found the taste, texture and nutritious value to be identical to conventional meat/chicken (regular meat/chicken).

	Not at all likely	**Somewhat likely**	**Moderately likely**	**Very likely**	**Extremely likely**
Purchase plant-based meat/chicken regularly?					
Purchase it regularly even if it is costlier than conventional meat/chicken?					

39) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

40) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

SECTION 13

41) Is your family also Eggetarian?
- Yes
- Not all of them
- No

42) Do you belong to any online or offline Eggetarian group?
- Offline YES NO
- Online YES NO

43) What motivated you to start and stay as Eggetarian?
- ○ Personal Well-being and health
- ○ Health benefits of Eggetarian diet
- ○ Environmental protection
- ○ Preventing Animals Exploitation
- ○ Family is vegetarian
- ○ My friends or relatives
- ○ My fitness coach/guide
- ○ Other________

44) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

45) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

SECTION 14

46) Is your family also Pescatarian?
- Yes
- Not all of them
- No

47) What motivated you to start and stay as Pescatarian?
- Personal Well-being and health
- Environmental protection
- Health Benefits of Pescatarian diet
- Preventing animals Exploitation
- Family is Pescatarian
- My friends or relatives
- My fitness coach/guide

- Other_______

49) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

50) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

SECTION 15

51) Is your family also Flexitarian?
    - Yes
    - Not all of them
    - No

52) What motivated you to start and stay as Flexitarian?
- Personal Well-being and health
- Health Benefits of Flexitarian diet
- Family is Flexitarian
- My friends or relatives
- My Fitness Coach/ Mentor/ guide
- Other_______

53) Let's say till now you haven't found Meat/chicken identical to conventional meat/chicken in taste and nutritional properties. Now, would you go for plant-based meat/chicken if you found the taste, texture and nutritious value to be identical to conventional meat/chicken (regular meat/chicken).

- Purchase plant-based meat/chicken regularly?
- Purchase it regularly even if it is costlier than conventional meat/chicken?
- Eat as a replacement for conventional meat/chicken?

Options: Not at all likely, Somewhat likely, Moderately likely, Very likely, Extremely likely

54) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

55) Select the following types of animal meat/chicken you would like to taste if they were produced as plant-based meat/chicken?

- ○Chicken
- ○Beef (Buffalo)
- ○Pork (bacon, ham, ribs)
- ○Mutton (lamb, goat)
- ○Other

56) Which of the following do you eat at least occasionally (including in other dishes and baked goods)? Check all that apply.

- ○Chicken
- ○Beef (Buffalo)
- ○Pork (bacon, ham, ribs)
- ○Mutton (lamb, goat)
- ○Other

57) In a month, mostly how many days you chose to have meat/chicken in your diet (including in other dishes and baked goods)?

- At most One or two days in a month
- less than 6 days in a month
- 6-12 days in a month
- More than 13 days a month

58) Please choose from below which you agree or disagree based on what you think of plant-based meat with regards to the following attributes:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Healthy					
Natural					
Good for the environment					
Safe					
Sustainable as a long-term food source					

59) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Meat/chicken is irreplaceable in my diet.					
I love meals with meat/chicken.					
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

SECTION 16

60) Is your family also non-vegetarian?

- Yes
- Not all of them
- No

61) What made you to start /stay as non-vegetarian?

- Personal Well-being and health
- I love non-veg food
- Health Benefits of non-veg diet

- Family is non-vegetarian
- My friends or relatives
- My Fitness Coach/ Mentor/ guide
- Other_______

62) Let's say till now you haven't found Meat/chicken identical to conventional meat/chicken in taste and nutritional properties. Now, would you go for plant-based meat/chicken if you found the taste, texture and nutritious value to be identical to conventional meat/chicken (regular meat/chicken).
    - Purchase plant-based meat/chicken regularly?
    - Purchase it regularly even if it is costlier than conventional meat/chicken?
    - Eat as a replacement for conventional meat/chicken?

    Options: Not at all likely, Somewhat likely, Moderately likely, Very likely, Extremely likely

63) Select the following types of meat/chicken you would like to taste if they were produced as plant-based meat/chicken?
    - ○Chicken
    - ○Beef (Buffalo)
    - ○Pork (bacon, ham, ribs)
    - ○Mutton (lamb, goat)
    - ○Other

64) Select the following do you eat at least occasionally (including in other dishes and baked goods)? Check all that apply.
    - ○Chicken
    - ○Beef (Buffalo)
    - ○Pork (bacon, ham, ribs)
    - ○Mutton (lamb, goat)
    - ○Other

65) In a month, mostly how many days you chose to have meat/chicken in your diet (including in other dishes and baked goods)?
    - One or two days in a month
    - less than 6 days in a month
    - 6-12 days in a month
    - More than 13 days a month

66) In a month, mostly how many days you chose to have meat/chicken in your diet including in other dishes and baked goods)?

- One or two days in a month
- less than 6 days in a month
- 6-12 days in a month
- 13 to 21 days in a month
- More than 21 days a month
- Every day or almost everyday

67) To what extent you agree or disagree to the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Meat/chicken is irreplaceable in my diet.					
I love meals with meat/chicken.					
To eat meat/chicken is disrespectful towards life and the environment.					
Eating meat/chicken is a natural and undisputable practice.					

Next section is not for Non-vegetarians and Flexitarians

SECTION 17

68) Previously have you used to eat meat/chicken?
- Yes
- No

If respondents select Yes, then he will skip to section 18

If respondents select No, then Survey ends here

And below

Thank you for your time for completing our survey

SECTION 18

69) Select the following types of meat/chicken you would like to taste if they were produced as plant-based meat/chicken?
- Chicken
- Beef (Buffalo)
- Pork (bacon, ham, ribs)
- Mutton (lamb, goat)
- Other

70) Select the following did you use to eat at least occasionally (including in other dishes and baked goods)? Check all that apply.
- ○Chicken
- ○Beef (Buffalo)
- ○Pork (bacon, ham, ribs)
- ○Mutton (lamb, goat)
- ○Other

END OF THE SURVEY

Thank you for your time for completing our survey