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**A look into the reasons for consumers behavior change
when deciding to adopt a plant based diet and its impacts
and consequences on the market and environment.**

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This project is submitted in partial fulfilment of the Degree of Bachelor of Arts (Honours) in
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Abstract

We can say that nowadays a growing market is the market for alternatives to food based on animal protein. Over the years, it was noticed that there was an increase in people looking for this alternative, which are plant-based foods. The increase in foods, including beverages that are of plant origin, is notable, and this results in an impact on the market and favors the plant-based alternative industry, which presents a great challenge for the meat industry. In order to have a better understanding of the change in consumer behavior in relation to their food diet, this project aims to investigate what these factors are and what are the impacts of this change on their lives. The reasons that prompted this change will be investigated and they are related to ethical, health and environmental issues.

Chapter I

1 Introduction

Currently it is possible to see that people are more concerned about health and the environment, and this has been impacting their choices and consequently generating a change in behavior. These people are coming together to seek to improve the quality of life, creating a movement that involves being balanced with nature and the future of the planet we live on. The principle that these people carry within them is to believe that human beings do not need to explore other animals, but rather change their behavior and lifestyle so that a good correlation between animals and the environment is possible.

The growth in demand for sustainable products is noticeable, and the reality in the current market is being driven by this niche of people across the planet who are concerned with ecologically correct choices and are worried about the future of the Planet.

One of the reasons that lead to the change in how people buy and analyze things is: Awareness and this brings a huge challenging moment for the meat industry of how to position itself in the face of this new reality. Taking into account the growing percentage of people who have chosen to change their diet to a plant-based diet, an analysis is necessary to better understand who these people are and why they are changing their choices. That is why it is valid to bring this discussion to the academic environment and its reflections on a new ethical proposal: critical and conscious consumption.

The project aims to analyze the change in consumer behavior and the reasons that led them to change their lifestyle and their relationship with the meat industry and the challenges that this meat industry has to face as a result.

1.1 Study Objectives.

The main purpose of this project is to analyze why consumers are increasing their demand for alternatives to food/products of non-animal origin and how this change in behavior occurred in relation to the consumption of plant/based products and foods. In addition, there will be an investigation into who are the consumers responsible for driving this movement, as well as the effects caused by this change in their lives, what are the challenges, opportunities and consequences this change in consumer behavior offers to the market.

1.2 Means Targets and Objectives

- 1 The Plant Based products demand increase
- 2 Understanding these consumers' drivers
- 3 Identifying what are the primordial's motivations for the consumer's behavior changing
- 4 What is the effect of these changes on people's lives?
- 5 Meat industries versus plant-based products

1.3 Reason of the Study

The reason of this research is to analyze consumer behavior, when he chooses not to consume food of animal origin anymore, under a conscientious look in which the negative impacts of a diet based on animal products are brought to the surface, and to understand the benefits of a diet based on animal products. plant based diet in people's lives, taking into account that the plant based diet is strategically advisable to reduce the impact of human beings on the environment.

Chapter II

A look into the reasons for consumers behavior change when deciding to adopt a plant based diet and its impacts and consequences on the market and environment.

Literature Review

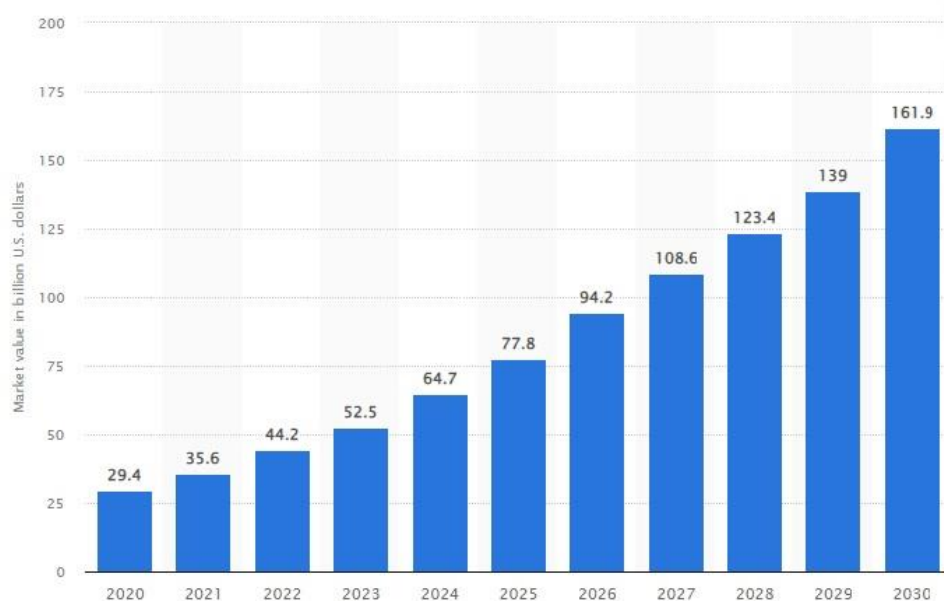
2.1 The Plant Based products demand increase

Nowadays it is possible to notice that more and more people are rethinking their choices when they want to purchase a product or service, and depending on their awareness and values there may be a change in consumer behavior. And this is directly related to the great demand for plant based food, which had a 29% increase in the demand for food products in supermarkets that replace those of animal origin.(THE GOOD FOOD INSTITUTE, 2020).

An assessment was made by the specialist scholar Wunsch (2021) who proved that the plant-based products market is currently valued at around US\$ 44.2 billion, with an optimistic forecast of reaching a massive value of US\$ 77.8 billion, worldwide, in which it can be hoped that plant based meat and animal products such as dairy will continue to grow, bringing great opportunities to this specific industry despite still having an early start.

Value of the plant-based food market worldwide from 2020 to 2030

(in billion U.S. dollars)



Picture 1: Plant-based value graphic. (WUNSCH,2021)

The number of restaurants that have a space reserved on their menus for options such as meat substitutes, or with options for ingredients of animal origin such as dairy products and eggs, is notorious, since the demand for this flexitarian and plant-based style is growing more and more, in which one can observe the appearance of several companies and businesses to fill this demand. (DELLOITE, 2019).

Research shows that in Canada in 2020 the number of people looking for an alternative to meat grew by 250%, illustrating a picture of 2.3 million people claiming to be vegetarians and 850,000 people claiming to be vegans, in Portugal there was a growth of 400 % of people who identify themselves as vegetarian since 2007, which made the country the first in the world to adopt a law, in 2017, in which all public institutions offer at least 1 vegan option on their menus, since 2016 in UK has seen a 360% growth in the number of people claiming to be vegan over the previous decade. (MINASSIAN, 2022). In the case of Ireland, it can be said, after the information provided by Board Bia (2018) that 1 out of 3 Irish people say they are reducing meat consumption, which shows us a statistical number of 22% of people who reduced consumption of animal products, in this case dairy products.

There is not just one factor that leads a person to change their eating habits, it is believed that it is a set of combined factors that has been changing people's perspective in relation to meat consumption in the search for alternatives to meat, that is, plant -based diet, has more to do with factors related to health, animal welfare, and the environment, in addition to social media, movies and documentaries are highlighting factors more related to health and people are opening the prism to other aspects of what we can say the "cliché" just for the love of animals. (HARRINGTON et al. 2019)

2.2 Understanding these consumers' drivers

After research, it was easy to see that those who adopt this meat alternative diet are mostly women, in the light of Wong's studies (2017) she states that the number of women who have this lifestyle is up to four times higher than men and still under the light of Gorvett (2020) points out that there is a whole misogynous issue behind this number pointed out earlier, in which men associate their masculinity with a wilder factor, let's say, in maintaining the position of carnivore, attaching itself to the top of the food chain. Regarding the age group, it can be said that people aged between 18 and 34 years old are leading this type of behavior change and consuming more and more plant-based products as an alternative to meat, which becomes a milestone for this generation in front of any kind of movement already made

before. (Vomad, 2019)

Since 2006, there has been a massive growth, of up to three times more, in people who have adopted a vegan, vegetarian lifestyle and who consume plant-based products as alternatives to other types of dairy products, according to The Vegan

Society, (2016), but in contrast to Gallup, (2018) it is known that vegetarians are found in a greater number of people than those who have adopted the vegan lifestyle.

When it comes to regions Google Trends (2019), showed that in the United Kingdom, there was a large increase in the population that adhered to following a diet with alternative meat and plant-based foods, and it can be said that the alarming number of 542,000 vegans, people who do not consume anything of animal origin, zero, indicating an incredible increase compared to ten years ago, which was 150,000 people who followed this same lifestyle, and regions such as Canada, Australia, Israel, New Zealand are ranked among surveys in internet about a vegan lifestyle.

2.3 Identifying what are the primordial's motivations for the consumer's behavior changing

2.3.1 Related with Healthy

When people decide to change their eating style, their consumption style, it is linked to a factor that they can express themselves with that lifestyle, in addition they can say that they are a little healthier people for having that lifestyle , because they mostly consume only products rich in Vitamin C, E, rich in Zinc, fiber, potassium, magnesium, and good oils and fats, which are not saturated, it can be said that it is a form of expression and a philosophy of life. Scholars, Le & Sabate (2014), also claim that without dealing with the terrible cancer, vegetarians have a risk of developing the disease in up to 8% than people who do not follow this lifestyle, have a 23% less chance of developing cancer related to the intestinal tract, have fallen half the rich to develop colon cancer and 35% less likely to develop prostate cancer.

Studies also warn that the dangers to health are also related to dairy products, as they increase the chance of developing cancer, skin problems, allergies, problems related to hormonal imbalance, and when contrasted with a plant-based diet, it is clear that it can help alleviate and even prevent the emergence of these pathologies and symptoms.(ONE GREEN PLANET, 2020)

Those same people who choose to change their lifestyle are thinking about health and also

associate it with weight loss, and there are other people who choose for ethical reasons, for example, in respect for the lives of animals and their well-being.(FOX ET AL. 2008)

2.3.2 Related with Environment

Fox (1999) argues that our ecosystem has only to gain when we live in a society economically oriented towards vegetable or plant-based products, that this has a positive impact related to pollution, massive deforestation due to cattle raising and its massive need for water to keep these animals, that is, it is necessary to make a change in order to alleviate the negative impacts mainly in underdeveloped countries, where Carus, (2010) believes that a predominantly meat-based diet becomes unfeasible, especially on a world stage by 2050, which is believed that the population will reach a total of 9.1 billion inhabitants. As the meat industry is most responsible for negatively impacting the environment, as Djekic (2015) says, as it is known that for the pasture on which cattle have to feed to be made, Fox and Ward enforced saying that 17 million hectares that belong to tropical forests around the world, are destroyed annually because of this, that is, the concerns of these consumers were centered on concerns about the environment, the concern for the future of the planet of future generations who will inherit the result of the choices and actions taken in the present.

2.3.3 Related with Ethics

When we talk about ethical reasons, this group of people who decided to follow a plant-based food lifestyle came primarily from the concept of not mistreating animals, respecting animals in relation to suppressing social pressure from the meat food culture.(FOX and WARD, 199). In addition, Filippi et al, (2010) say that these same consumers, who have a plant-based lifestyle, opted for ethical reasons that are linked to the belief that everyone on earth is interconnected, nature, society, the man, in which it can be said that this awareness came primarily with the desire to avoid mistreatment of animals, promoted primarily by religious groups and some philosophers.The way in which this type of industry operates is saddening, in relation to the way in which animals are treated, many of them are deprived of their basic rights as creatures, are kept trapped in overcrowded captivity, do not sunbathe, live stressed by this type of imprisonment, and there are some that are mutilated, depending on the reason for which they were destined, and the vast majority are slaughtered without some kind of anesthesia.(PETA, 2019)

In addition, it can be said that the primary reason for this group of people is ethics, in relation to their food choices, of how these animals are treated, says Radnitz et al, (2015) and further strengthening this opinion, these consumers put ethics first, even before health by virtue of how animals are treated. (JANSSEN et al. 2016)

2.4 What is the effect of these changes on people's lives?

To understand why the demand for plant-based products has been growing, just link it to the benefits they bring to physical and mental health. As previously shown, a diet that is not plant-based presents a high risk of diseases that can be developed, but when this plant-based lifestyle is adopted, it is noted that these are reduced, including mental well-being, and studies suggest that following a plant-based life style can reduce symptoms related to depression and anxiety. (THE CONVERSATION, 2020)

According to Agarwal (et al. 2015) people who continue to follow a non-vegetarian, or plant-based, diet have a high chance of developing anxiety in various ways and also depression, and have low productivity, contrasting this fact with the author Gruen

& Jones (2015) also points out the fact that people who have this plant-based diet lifestyle are concerned with issues related to ethics and the environment, it is a mix of everything that makes these people reflect and decide to follow this style. of life, taking into account the sad situation in which the animals that are kept in captivity with the purpose of supplying the meat industry live, still, according to Craig, (2009), we can link the factor of losing weight too, which consequently becomes become healthier after adopting this lifestyle, keeping your blood glucose under control, good cholesterol, good blood pressure, in short, a better heart, in all senses.

2.5 Meat industry versus plant-based products

It is impressive how the meat industry is getting stronger, when confirms CB Insights, (2020), with the development of new products and developing new brands. But there is a growing social awareness about the impacts of this industry on the environment and ethical issues, which are starting to bother. This industry is valued at 2.7 Tri, but with the demand of consumers who are changing their lifestyle and are looking for plant-based products, added to the evolution in the area of science being able to develop animal protein without having to mistreat it them, and investors who are interested in betting on this new generation of

alternatives to meat have been turning attention and worrying the meat industry in a slightly worrying way, says Vegconomist (2020).

What can be seen is that even huge companies are starting to launch plant-based products, in the light of the Economist, (2019), taking into account that there are several natural resources with incredible nutritional properties, such as mushrooms, beans, grains in general, and we can still talk about the innovative methane protein, is coming to the fore in full force, added to the fact that consumers are changing their eating habits, for the reasons mentioned above, it is a form of coercion for big names, such as Mc Donalds, which included plant-based products in all its franchises, called Mc Vegan and even has another called Beyondmeat, another giant that we can mention is TG Friday's, which also bet on plant-based products that are similar to meat, copying the texture and flavor of the meat.

It is believed that those who choose to stick to a plant-based diet end up spending money when they go shopping for groceries, which is a very worrying factor for any industry to be taken into account, because according to Vide Guy (2020), in which up to twenty-three dollars a week less is noted on the account of those who do not buy meat.

There are those who believe that in the not distant future, the meat industry may go bankrupt in the face of new companies that bet on developing meat in a way that does not have to kill another animal, consequently there will be no captivity that are the villains of the environment, and also the ethical questions of how those animals survive there. There are those who believe that in the not distant future, the meat industry may go bankrupt in the face of new companies that bet on developing meat in a way that does not have to kill another animal, consequently there will be no captivity that are the villains of the environment, and also the ethical questions of how those animals survive there. (CB INSIGHTS, 2019)

Chapter 3

A look into the reasons for consumers behavior change when deciding to adopt a plant based diet and its impacts and consequences on the market and environment.

Methodology

3.1 Methodology approach

In order to have an understanding of why consumers are migrating to the consumption of products of non-animal origin, the methodology used will be deductive. The methodology consisted of observing this phenomenal change in eating habits, which refers to the exchange of consumption of products of animal origin for other alternative products that do not have such an impact on both the environment and the animals. after that, data collection was carried out where it was possible to show this phenomenon. I believe that the theory used by consumers to support behavior change is based on ethical, social and, of course, personal health reasons. moving forward and based on the result of data collection, I was able to create a theory that seeks to explain the reasons why consumers had this tendency to change and/or decrease the consumption of products of non-animal origin.

3.2 Research process

A pilot is a small survey to gather information before starting a larger study to improve the quality of final results. In order to avoid errors, a research pilot was sent to three people. A few changes were made according to the feedback received, and after these same changes, the survey was sent in bulk through social media to respondents and in specific groups.

3.3 Sampling and Data Collection

The purpose of data collection is to ensure that all information previously collected has in fact analytically static value in order to certify the theory mentioned above.

The research project focused on observing people who have already decided to change their way of eating in terms of reducing and/or interrupting the consumption of animal products.

As we already know nowadays, manual data collection has largely fallen into disuse and

acceptance of this type of research is minimal; The data that will be shown here were collected on a Google online research platform in groups of vegetarian as well as vegan people on Facebook in October 2022.

This collection methodology was chosen because social media facilitates the choice and entry into these specific groups and facilitates the possibility of answering the questions in one place. the total number of people who responded to this survey was fifty six.

3.4 Methods of Analysis

The analytical methodology used two forms of analysis and they were quantitative and qualitative, as some of the questions were more comprehensive where people could provide personal opinions. The form consisted of fourteen questions, where six of these were open and the remaining questions were closed. With the aim of understanding and collecting information more precisely, question number nine was open-ended and asked for a short explanation of how the change in eating habits, whether the reduction or interruption of consumption of products of animal origin, had an impact according to the perspective itself. of each person and also with a view to not limiting the forms of expression that could be collected. This methodology mixed with open and closed questions offers a more critical analysis and of course facilitates the possibility of escape due to the lack of an answer that possibly did not more faithfully represent the response of the people heard and having the confidence that the data collection was more accurate bringing to margins from error to almost zero. Finally, it can be seen that the combination of methodologies was positive, accurate and effective and made data collection easier to analyze, brought greater coverage to the responses and the datasets were easy to manage and reliable.

3.5 Method of Design

Triangulation was the chosen design and deals with the use of multiple sources to make a more solid and reliable analysis in order to bring more credibility to the research.

With the intention of summarizing the multiple views of a very complex subject, the research data will be compared with data from the literature so that, in the end, we have a clearer view of what motivated and motivates the change in eating habits in terms of the growing consumption of products of non-animal origin.

Chapter IV

Findings and Discussions

4.1 Introduction

This chapter will be devoted to the presentation and result of the data analysis that will be contrasted with the literature review, in order to explain the reason for the change in consumer behavior in choosing plant-based products by avoiding meat consumption. These data analyzes will be taken into account so that what has already been presented in the literature review is reinforced or contrasted with the reasons that most impacted the change in consumer behavior, and which aims to highlight whether the meat industry is really facing a threat against this change in behavior.

4.2 The Plant Based products demand increase.

The research results show that there is a growing number of people who opt for this lifestyle, with 30.4% around a year and 16.1% for more than 5 years, that is, demystifying that this is just a trend fleeting, which is in line with the statement by The Vegan Society (2016), which states that since 2006 there has been a growing wave of people 3.5 times more people who are opting for this style of life. When asked why this lifestyle change, with a plant-based diet, the answers were 46.4% chose for themselves, 25% was because of movies and documentaries about the subject, which changed their opinion, since third-party influence was 19.7%, which leads us to the scholar Harrington et al. (2019), in which he states that films and documentaries have a great impact when consumers change their behavior in relation to eating meat, as they are images that remain forever in the memory, making people's ethical side flourish, in relation to the treatment to which the animals are exposed. When asked about whether it might change other people's points of view, the answers are that maybe, building on a tie between yes and no, but when the majority thinks that maybe it could influence someone else, it means that there are chances that more people can adhere to this lifestyle.

4.3 Understanding these consumers' drivers

According to the data collected in the survey, most of the people who responded are male, this contradicts the study that most are women who follow this lifestyle, what the collection shows us is that the number of men who are following has increased this type of diet. Regarding the age group, the majority of candidates are between 26 and 35 years old, which proves what Vomad (2018) stated when he showed that most people who adopt this lifestyle are between eighteen and thirty-five years and that this generation is more focused and aware of the future of the planet and about breaking patterns that have been perpetuated for centuries in which solutions for alternatives to meat have already been found, which does not justify the suffering of animals. As for the description of their diets, the answers found are that 67.9% of the interviewees are Flexitarian, 14.3% are Vegetarian, 3.6% are Pescetarian, and 14.3% define themselves as Veganish, in line with the information that the numbers of people who are vegetarians are greater than vegans. (Gallup 2018)

The research shows a mixed bag of results, but what we found was that more people changed their meat consumption behavior, giving way to a plant-based diet.

4.4 Identifying what are the primordial's motivations for the consumer's behavior changing

The curiosity and information that is mainly linked to the survey is to understand why these people decided to adopt a lifestyle with a plant-based diet, and the survey data show that 37.5% said that it is a mix of all options, for ethical reasons, concern for the environment, animal welfare, while the vast majority 41.1% answered that it was for health reasons.

The curiosity and information that is mainly linked to the survey is to understand why these people decided to adopt a lifestyle with a plant-based diet, and the survey data show that 37.5% said that it is a mix of all options, for ethical reasons, concern for the environment, animal welfare while the vast majority 41.1% answered that it was for health reasons. According to Gruen & Jones (2015) a plant-based diet helps to avoid diseases such as depression and anxiety and confirming the health benefits Craig, (2009), states that healthy weight loss is the consequence of those who adopt this diet in order to lose weight and stabilize blood pressure, blood sugar, among other diseases such as cancer, which according to Le & Sabate people with a plant-based diet have only an 8% chance of developing cancer in general. It can be observed that there is an awareness of consumers at the time of their

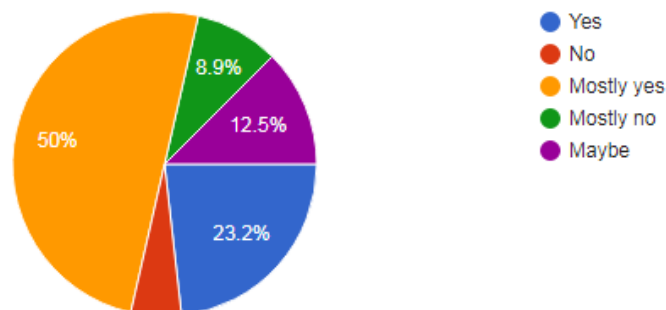
choices when referring to a sum of factors, we perceive that there is a change in positioning, making consumers rethink their choices based on concerns with the environment, with well-being of animals and ethical questions, as confirmed by Janssen (e tal. 2016).

When asked about a second reason for switching to a plant-based diet, the majority, 47.7%, responded that it was for the love of animals, and it is encouraging to know that this secondary reason can make a difference in the future, according to Peta (2020) one person on a plant-based diet can save up to two hundred animals a year.

Regarding how healthy they think their diet is, the respondents answered 50% yes and 23.2% mostly yes, which reaffirms what has already been said earlier in this paperwork, by several authors, in which a plant-based diet helps to improve health , however there is a range of plant-based foods that are not so healthy, there are several fast food chains that offer this type of product and extra care is needed when choosing the food to be eaten in relation to health, as well as attention to time to know if they are getting the necessary nutrients, such as vitamins and proteins. (Harvard Health, 2014)

Do you think that your diet is considered a healthy diet?

56 responses



Picture 2: The Author (2022) Do you think that your diet is considered a healthy diet?

When it comes to religion, zero responses were obtained, apparently none of the participants has any kind of restriction due to religion, but in relation to spirituality, 13.6% stated that they were led to choose this lifestyle at some point, due to said, a topic that can even be associated in some way with ethics, because according to Nath (2010) there is a factor called Bio spirituality, in which one who practices it believes that everything is interconnected and needs to be respected and be in harmony, including even the way of how to nourish yourself.

4.5 What is the effect of these changes on people's lives?

In order to find out about the changes caused by the change in consumer behaviour, a question was asked in which the answer was not made in a multiple choice way, but in writing, to have a greater depth in being able to answer this question, in which 26 participants responded that they feel more willing, have lost weight, have healthier eating habits, see the table below:

“Eat more healthy as included more fruits and vegetables to the diet”

“Better habits as sleeping earlier, drinking less, doing sports activities.”

“Healthy, Reduced weight”

“Lower cholesterol”

“Eating meat is not right for me. It just feels bad when I do, but that's more of a mental and emotional decision. The few times I've accidentally eaten meat physically I was fine.”

Craig (2009), reafirma que a escolha por esse tipo de dieta plantbased, ajuda as pessoas a combater diversas doenças, pois está relacionada a uma boa nutrição e consequentemente na absorção de nutrientes e vitaminas necessárias.

Of the 56 participants in the survey, 11 responded that they are aware of the type of food they are eating, especially from a more ethical point of view:

“I began to count the amount of meat I consumed, pay attention to the conditions of production and, in general, more conscious consumption”

“Generally felt better and was putting more thought into what I was eating. Lead me to learn a wider range of cooking skills”

“I feel like I’m making a better decision for my health and to reduce killing of living beings.”

As mentioned earlier, the issue of how animals are treated in captivity by the meat industry is extremely sad, they are deprived of sunbathing, live crowded together and are still mutilated, and most of the time without any type of anxiety. People are increasingly aware of these points when they decide to change their behavior in relation to the purchase of products from the meat industry and it can and should be linked to the factor that this type of industry, in order to be able to sustain itself and exonerate, continues to mistreat the environment with impact caused by the deforestation of forests to the detriment of pastures, the enormous consumption of water to keep the thousands of animals in captivity and the emission of gases that they produce. (GRUEN and JONES, 2015)

One aspect found that became interesting, about 5 people who responded to the survey said that they are feeling happier with the change made and still others said that they are feeling better.

“Eating a more balanced diet with less (but still meat dominant diet) has given me more energy, less bloated and happier”

“Feel more energetic, healthy, more glowing skin, lost weight and most importantly, i am happy”

“Better lifestyle”

It has already been mentioned before that a plant-based diet helps to combat depression and anxiety, when contrasted with people who are not adept at this lifestyle; we can still link it to a clear conscience of not contributing to the mistreatment and death of animals that are part of this industry. (AGARWAL ET AL., 2015)

As seen in the benefits mentioned above about the positive points of having a plant-based

diet, changing consumer behaviour, when choosing their products, at least 2 people from the survey complained about a term related to socialization, in which they find it difficult to find establishments when travel or in your region:

“Not much has changed. We do spend more time looking for restaurants that match our lifestyle”

“More conscious eating and buying behaviour, animal well being focus, discovering so many new recipes and types of food (opening a new world), being part of a new community, often more research for eating out / travelling to find suitable Restaurants (easier today, but some countries or country sides more difficult)”

People still have a lot of prejudice about a plant-based diet, the term vegan and vegetarian, sometimes due to lack of information and a personal choice of even having the information available, not being open to understanding. (VEGAN FIRST, 2020) Complementing the topic, it is possible to state, according to Markowski & Roxburgh (2019), that many people who opt for this lifestyle still feel cornered into assuming, because they think that family and friends will mock or even be intrigued by the simple fact of adopting a lifestyle. plantbased eating and avoiding meat.

Question number 10 shows that 83.9% of respondents have friends or family who follow this lifestyle, that is, this just confirms that this plant-based lifestyle movement is happening and that there is still more room for its growth.

4.6 Meat industry versus plant-based products

The survey continues and respondents said that 39.3% of them, the majority, shop at Tesco, which is a pioneering supermarket, according The Guardian (2017) to implement a wide range of products with the plant-based seal, with figures showing that the demand for plant-based meals has increased by 40%, as a result, the supermarket adapted and made these products increasingly accessible in its aisles and shelves, making life easier for consumers.

It was found that 1/4 of the population of the United Kingdom could be composed, in 3 years from now, by people who have adopted the plant-based lifestyle, completely or partially replacing the consumption of meat, including vegans, vegetarians and flexitarians. a space of

almost half, of that population in the future. (Sainbury's, 2020)

Studies of CB Insights (2019) point that a revolution in the meat market could happen due to new businesses that are emerging with innovative and technological ideas, involving science, in the production of meat in a revolutionary way, in laboratories, offering a new type of alternative product to the traditional red meat that comes from the killing of animals. Comparing the statements, it is easy to say that the change in consumer behaviour has been threatening the meat industry, as people are increasingly taking a position regarding the impact caused by this industry, be it on the environment, massive consumption of water, in the mistreatment of animals, which has been affecting the planet every year. To protect themselves from threats, the way out that the meat industry found was to start adapting to this type of reality, in order not to feel a loss in its market share, betting on innovative plant-based or products that are an alternative to meat. (VAN DER WEELE et al., 2019)

When questioned about the financial impacts after changing their lifestyle, 26.3% of people answered that they are spending less, while 24.6% said that they are spending more and 49.1% said that they did not feel a financial impact, looking at it from this perspective it is clear and based on this data, this question reaffirms that this is a challenge that the meat industry is facing. It can also be said that people spend more when buying meat, as it is one of the most expensive food products in a supermarket.

When questioned about the financial impacts after changing their lifestyle, 26.3% of people answered that they are spending less, while 24.6% said that they are spending more and 49.1% said that they did not feel a financial impact, looking at it from this perspective it is clear and based on this data, this question reaffirms that this is a challenge that the meat industry is facing. It can also be said that people spend more when buying meat, as it is one of the most expensive food products in a supermarket. Sous Vide Guy (2020)

That is, despite all the positive points that not eating meat brings to health and the environment, it is correct to say that money is saved, an important point for any consumer to change their behaviour. And yet, to close the survey, they were asked if they felt confident in recommending this lifestyle to someone else, and 64.9% said yes, which confirms the continued progress of this plant-based lifestyle, which has been changing consumer behaviour, expanding more and more.

Chapter V

Conclusion

The purpose of this project was to somehow clarify the possible causes of changes in eating habits in terms of increased consumption of non-animal products. The research carried out supports the information obtained in the review literature and that people have been behaving in a priority way based on healthy to avoid mainly pathological diseases and a better mental health as well, and ethical principles that makes us understand that compassion was the greatest motivation for a change of mind of people where they do not has been putting itself first, but rather the desire to support the banner of conscious consumption in ways that do not harm the environment and animals. Not forgetting the ecological vision that becomes very strong when the impact of the production of food of animal origin is shown, the whole cycle to the consumer's table, bringing in short a concern for future generations and what they will have to call home.

What was noticed when adhering to this change in diet in terms of quality of life was an improvement in the physical and psychological conditioning of the same. However, one cannot close one's eyes and also fail to see the impact on socialization, a subject that was not explored in the literature review. In possession of this information, today the reasons for changing eating habits are clearly in view and with all the advantages that this change can bring, I believe that this will become more and more challenging for the animal products industry to remain in the market. As mentioned before, information is easily accessible and consumers are increasingly aware of the impact of their choices. This crescent impels the emergence of new start-ups that think of consumers in this niche.

As consumers, even those who do not identify with this lifestyle, we must not ignore the facts and that the world needs us to move to maintain it, so adopting a habit of conscious consumption and zero waste can be a good start to a new style of helping the planet and yourself.

Recommendations

As seen, the results of the research strongly supported the literature review, however, this does not rule out the possibility of deepening research such as the one that was possibly carried out with a larger number of people, as well as using other forms of data collection and

analysis, such as example questionnaires and face-to-face interviews, to better understand the subject and involve people who somehow cannot be reached online.

As humans, we are in constant change, which implies that this type of research should be updated periodically. I believe that the number of people who will adhere to vegan, vegetarian or other diets with an environmental purpose in the future will be quite expressive.

Limitations

The lack of physical stability with the housing crisis here in Ireland generates a certain discomfort for people. They felt at home and gave their opinion and looked for improvements for the local community and in general. college, work that consumes almost 50% of the day and social life did have some impact on work in general, which impacts on the number of people in your social life, resulting in a decrease in the number of participants in the survey, the number of participants was limited only by the networks and it could be greater if we didn't live with such a high load of work and responsibilities that end up consuming a lot of time and energy. Other means of research could have been done to obtain even more accurate data and with greater representation, so this life as a foreign student ends up being very challenging and, of course, my level of motivation, productivity and concentration in all the college bureaucracy decreased. Independent College leaves nothing to be desired and certainly does a great job.

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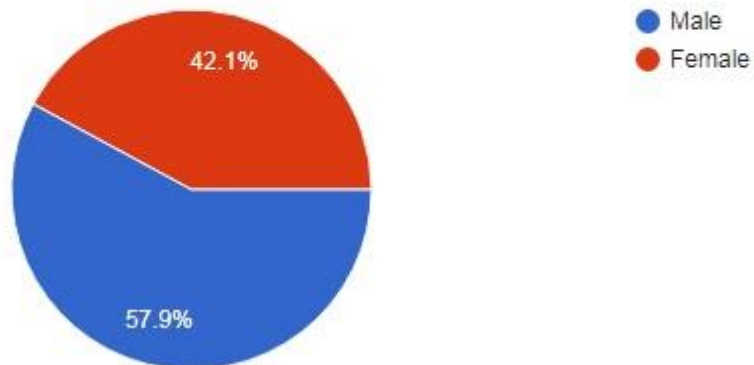
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Appendices

Appendix 1: Survey

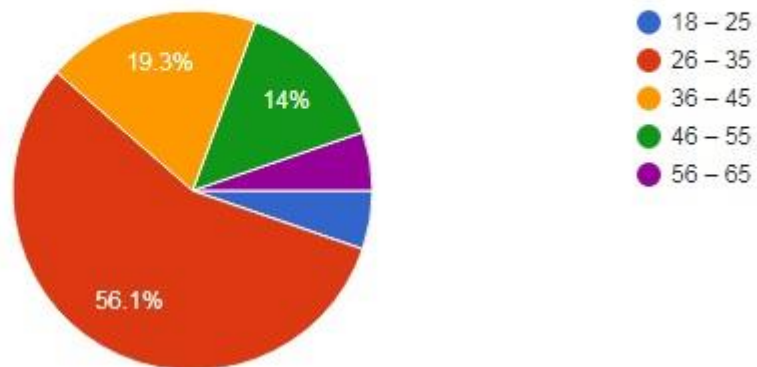
Gender

57 responses



Age

57 responses



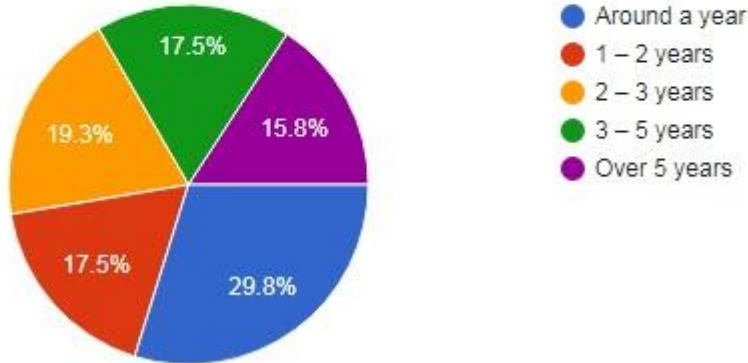
How you define your diet?

57 responses



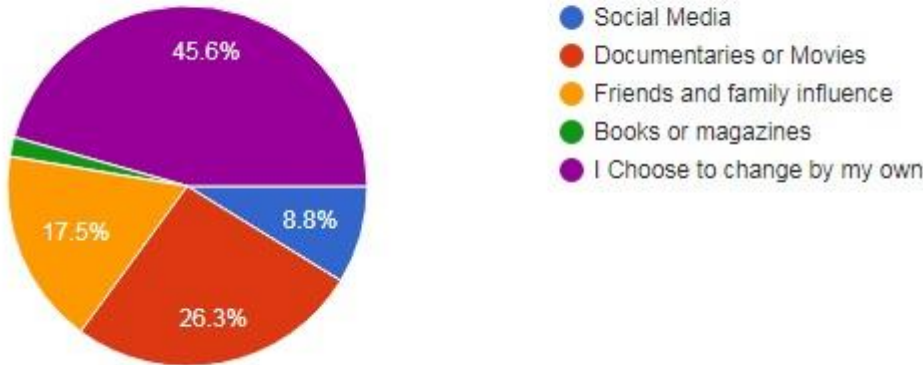
For how long now are you trying to change or changed your life style?

57 responses



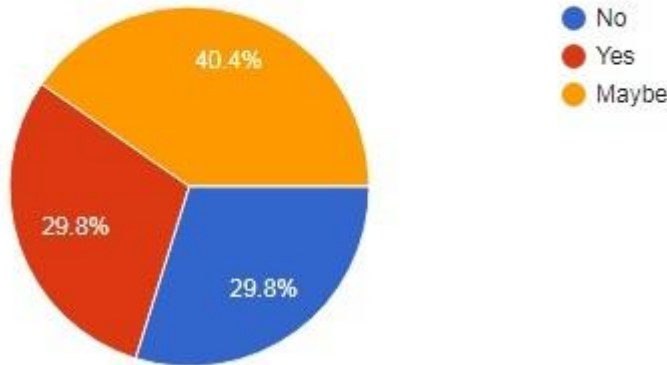
Which one of the following had an impact on your decision?

57 responses



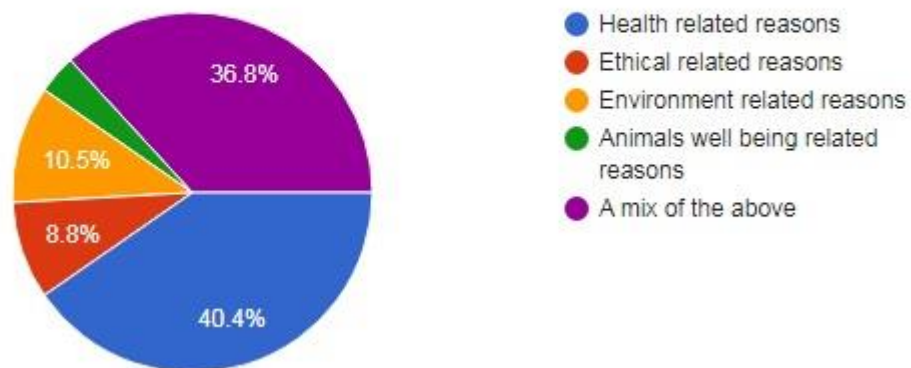
Do you feel that you might influence someone to change their diet?

57 responses



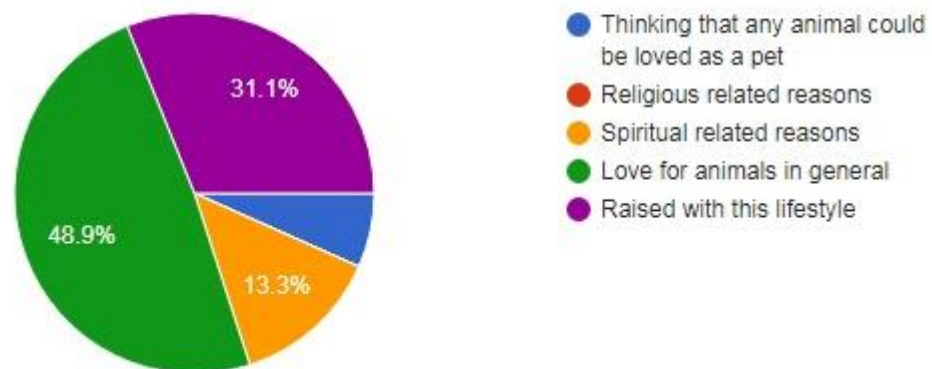
What was the primordial reason for you to change?

57 responses



What was the second reason for you to change, if there is any, which one was?

45 responses



Relate the changes on your lifestyle after you make this decision.

57 responses

No more fast food

Meat free Monday is now a set event

Always been like this

Feel more energetic, healthy, more glowing skin, lost weight and most importantly, i am happy

Better habits as sleeping earlier, drinking less, doing sports activities ...

Reduced buying red meat when shopping generally

Minimal changes in lifestyle. I could probably still eat less meat.

none probably

Trying to cut down red meat consumption

Need to make sure that food items I ate previously do not contain meat

More energy

Healthier

Eating a more balanced diet with less (but still meat dominant diet) has given me more energy, less bloated and happier

Feel much healthier and lighter in weight.

Better lifestyle

-

Took longer to cook dinner

Environment

Cook more

It didn't change all that much, I didn't eat a lot of meat before either

None

Increased consumption of carbohydrates such as pasta and rice for example

I have more energy and noticed weight loss since reducing my meat intake.

I feel like I'm making a better decision for my health and to reduce killing of living beings.

Felt a relationship with animals which has made me more compassionate. However, food choices have become difficult to source and sustain.

Feel better for eating less meat and less guilty about my food choices

Feel better, more awake and more energetic

Less barbecues, less red meat and more chicken

Really haven't seen any significant changes.

I lost weight

Feel more energetic

More sport, more healthy food

Undertify

Buying less meat in general, staying more active, feeling better when seeing animals!

Trying more new foods and cuisines.

I feel healthier after making the change

Not much has changed. We do spend more time looking for restaurants that match our lifestyle.

Felling better

Stopped eating meat, strangely put on weight, not much else changed

I began to count the amount of meat I consumed, pay attention to the conditions of production and, in general, more conscious consumption

Eat more healthy as included more fruits and vegetables to the diet

No real change other than financial, not always a positive change.

No changes.

Better long term Health

Generally felt better and was putting more thought into what I was eating. Lead me to learn a wider range of cooking skills

More energy, Less sluggishness

More conscious eating and buying behaviour, animal well being focus, discovering so many new recipes and types of food (opening a new world), being part of a new community, often more research for eating out / traveling to find suitable Restaurants (easier today, but some countries or country sides more difficult)

Healthy, Reduced weight

General improvement in health

Sense of achievement. No health changes

Buying more vegetables and fish

No much change.

Eating meat is not right for me. It just feels bad when I do, but that's more of a mental and emotional decision. The few times I've accidentally eaten meat physically I was fine.

have been Vegetarian all my life

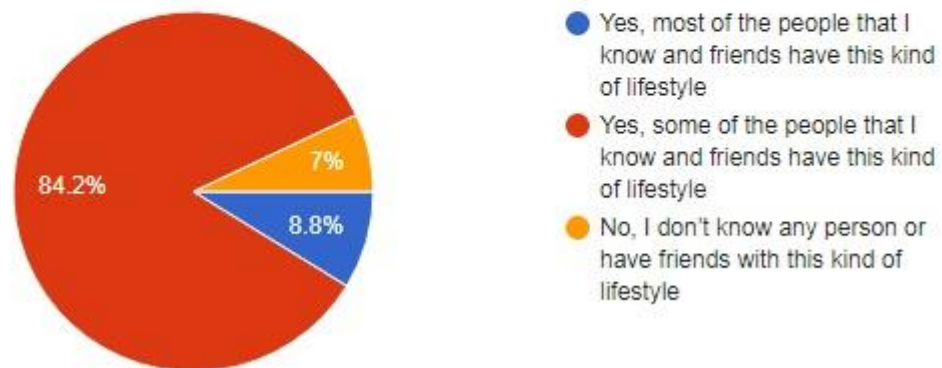
Lower cholesterol

I was Vegetarian from my early teen and later I stopped eating eggs too as I was not comfortable eating animal products.

Felling healthier, energetic, skin and hair had a significant improvement.

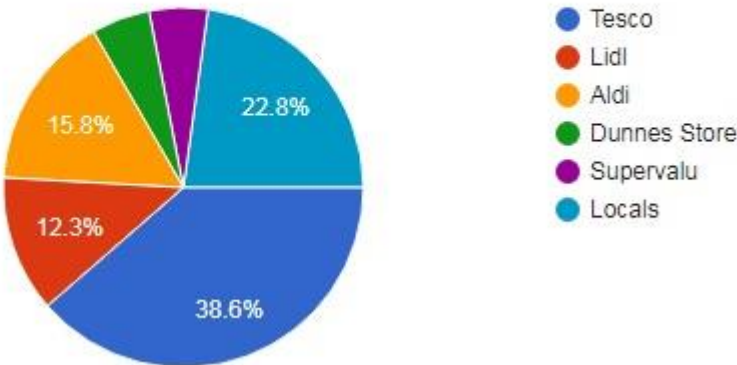
Do you know or have any person or friend who has this kind of lifestyle?

57 responses



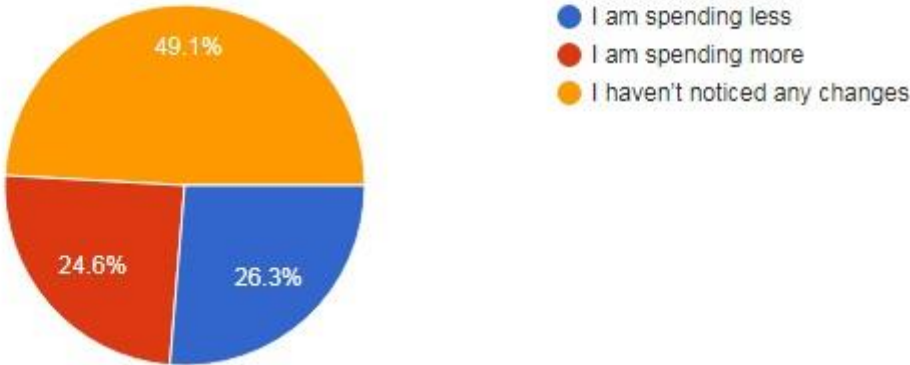
Where your favorite market to do groceries?

57 responses



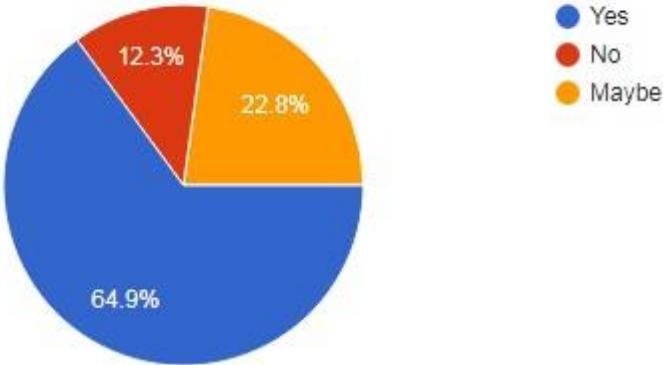
Have you noticed any financial impact since you adopt this life style?

57 responses



Would you feel comfortable recommending this lifestyle to others?

57 responses



Appendix 2: Application for Ethical Approval

Form A: Application for Ethical Approval

Undergraduate/Taught Postgraduate Research

This form should be submitted to the module leader for the relevant initial proposal and/or the relevant supervisor if the proposal has already been accepted.

Please save this file as *STUDENT NUMBER_AEA_FormA.docx*

Title of Project	A look into the reasons for consumer behaviour change when deciding to adopt a plant-based diet and its impacts and consequences on the market and environment
Name of Learner	Naisa de Almeida Cunha
Student Number	51705095
Name of Supervisor/Tutor	Dr. Daniel O' Sullivan

Check the relevant boxes. All questions must be answered before submitting to the relevant lecturer / supervisor. Note: only one box per row should be selected.

Item	Question	Yes	No	NA
1	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
2	Will you tell participants that their participation is voluntary?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Will you obtain written consent for participation (through a signed or 'ticked' consent form)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	If the research is observational, will you ask participants for their consent to being observed.		<input type="checkbox"/>	<input checked="" type="checkbox"/>
5	Will you tell participants that they may withdraw from the research at any time and for any reason?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Will you give participants the option of not answering any question they do not want to answer?	<input checked="" type="checkbox"/>		<input type="checkbox"/>
7	Will you ensure that participant data will be treated with full confidentiality and anonymity and, if published, will not be identifiable as any individual or group?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Will you debrief participants at the end of their participation (i.e., give them a brief explanation of the study)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	If your study involves people between 16 and 18 years, will you ensure that passive consent is obtained from parents/guardians, with active consent obtained from both the child and their school/organisation?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	If your study involves people less than 16 years, will you ensure that <u>active</u> consent is obtained from parents/guardians <u>and</u> that a parent/guardian or their nominee (such as a teacher) will be present throughout the data collection period?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Item	Question	Yes	No	NA
11	If your study requires evaluation by an ethics committee/board at an external agency, will you wait until you have approval from both the Independent College Dublin and the external ethics committee before starting data collection.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.) will you inform participants in writing that their grades and/or evaluation will be in no way affected by their participation (or lack thereof) in your research?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.), does your study involve asking participants about their academic or professional achievements, motivations, abilities or philosophies? (please note that this does not apply to QA1 or QA3 forms, or questionnaires limited to market research, that do not require ethical approval from the IREC)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Will your project involve deliberately misleading participants in any way?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
15	Is there any realistic risk of any participants experiencing either physical or psychological distress or discomfort?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
16	Does your project involve work with animals?	<input type="checkbox"/>	<input type="checkbox"/>	
17	Do you plan to give individual feedback to participants regarding their scores on any task or scale?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Does your study examine any sensitive topics (such as, but not limited to, religion, sexuality, alcohol, crime, drugs, mental health, physical health, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
19	Is your study designed to change the mental state of participants in any negative way (such as inducing aggression, frustration, etc?)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
20	Does your study involve an external agency (e.g. for recruitment)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
21	Do your participants fall into any of the following special groups? <i>(except where one or more individuals with such characteristics may naturally occur within a general population, such as a sample of students)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	

If you have ticked any of the shaded boxes above, you should consult with your module leader / supervisor immediately. **You will need to fill in Form B Ethical Approval** and submit it to the Research & Ethics Committee **instead** of this form.

There is an obligation on the researcher to bring to the attention of the Research & Ethics Committee any issues with ethical implications not clearly covered by the above checklist.

I consider that this project has **no** significant ethical implications to be brought before the relevant Research & Ethics Committee. I have read and understood the specific guidelines for completion of Ethics Application Forms. I am familiar with the codes of professional ethics relevant to my discipline (and have discussed them with my supervisor).

Name of Learner

Naisa de Almeida Cunha

Student Number

51705095

Date

01 December 2022

I have discussed this project with the learner in question, and I agree that it has no significant ethical implications to be brought before the Research & Ethics Committee.

Name of Supervisor/Lecturer

Click or tap here to enter text.

Date

Click or tap here to enter text.