

Evaluation of Preferences of Vegetarian and Non Vegetarian Consumers

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Abstract:

The study examined the responses of vegetarian and non-vegetarian consumers to food preferences, influences, and exposure to advocacy advertisements, and their influence on consumers' decision to become vegetarians. This market is growing and there are opportunities within this market for a wider variety of products than what is currently available. Even large corporations have become greatly interested in vegetarian and cruelty free items. The study utilized the qualitative research design specifically survey technique. The findings showed that the main factors which influenced consumers' decision to become vegetarians are health, influence of others, animal rights, and philosophy. The benefits of vegetarianism as experienced by vegetarians are significantly different from the perceived benefits by non-vegetarians which are mostly limited to physical benefits specifically sexier/leaner bodies. Consumer insights on advocacy advertisements toward vegetarianism together with future researches may be relevant for future development of marketing and advertising strategies, and new market demographics with high potential for brand loyalty. A quantitative study using a random sample can yield findings that are projective to the total number of vegetarians in the Philippines and around the world. A series of campaigns accompanied by a series of lectures, can be very successful for vegetarianism advocacy. Vegetarian groups can launch a total advertising campaign to increase awareness of their advocacy and disseminate necessary information about the benefits of vegetarianism.

Keywords — vegetarianism, advocacy ads, vegetarian market, vegetarian advocacy

I. INTRODUCTION

In a study by the Meat Atlas of the Friends of the Earth and Heinrich Böll Foundation in 2014, the world has about 375 million vegetarians enjoying a green lifestyle due to various reasons such as faith, environmental concern, empathy, and health. According to World Atlas, India has the highest percentage of vegetarians around the world (38%) followed by Israel, Taiwan, Italy, and Australia. Malek, Umberger, and Goddard (2018) provided a national-level perception in Australia on the reasons and the way patterns of consumption of meat are changing. Meat eaters reported reduction in consumption of beef, lamb, pork, and chicken due to

apprehension in price and health. Also, their motivations in avoiding meat includes animal welfare, health, and protection of environment.

In some countries, especially among Euro-Canadians and Euro-Americans, how intelligent the animal and how it looked influenced people's disgust at the thought of eating them. The regularity of eating animals by family and friends also influence an individual's food choice in a collectivistic cultural context (Ruby M. and Heine S., 2012). In the Philippines, there is no study about the number of people practicing a vegetarian lifestyle, but a private facebook group founded in 2014 dedicated to those interested in veganism named Manila Vegans currently has about 54,000 members.

The word vegetarian, coined by the founders of the British Vegetarian Society in 1842, comes from the Latin word *vegetus*, meaning "whole, sound, fresh, or lively," as in *homo vegetus*-a mentally and physically vigorous person. More than just the diet of plants, the novel implication of the word vegetarian is a life of sensible and well-adjusted philosophy and moral. Most vegetarians consume dairy products and eggs. Lacto-vegetarianism includes dairy products but excludes eggs, ovo-vegetarianism includes eggs but not dairy, and lacto-ovo vegetarianism includes both eggs and dairy products.

A number of vegetarians believe that practicing vegetarianism is solving the problem in their hearts to be able to contribute in making our society a more peaceful one. That is why in their search for truth, thousands of people with very varied backgrounds became vegetarians. Vegetarians believe that a vegetarian lifestyle is an essential step towards a better society, and people who take the time to consider its advantages, will be in the company of such thinkers as Pythagoras, Socrates, Plato, Clement of Alexandria, Plutarch, King Asoka, Leonardo da Vinci, Montaigne, Akbar, John Milton, Sir Isaac Newton, Emanuel Swedenbourg, Voltaire, Benjamin Franklin, Jean Jacques Rousear, Lamartine, Percy Bysshe Shelley, Ralph Waldo Emerson, Henry David Thoreau, Leo Tolstoy, George Bernard Shaw, Rabindranath Tagore, Mahatma Gandhi, Albert Schweitzer, and Albert Einstein. In a study by Ismirli and Phillips (2011), health was the major factor for being a vegetarian rather than environmental reasons. It was also found out that rising levels of concern for animal rights and welfare was associated with avoidance of meat and other animal products, whereas the greatest concern was demonstrated by vegans.

Vegetarian advocates believe that a vegetarian diet can improve and restore health, and prevent certain diseases. Recently, they gained support from modern science when medical researchers

discovered that there is an actual connection between eating meat and deadly diseases like cancer and heart disease. In a study entitled *Vegetarianism and Meat Consumption: A Comparison of Attitudes and Beliefs between Vegetarians, Semi-vegetarian, and Omnivorous subjects in Belgium (2017)*, increased consumption of meat could probably be contributing to high risk of non-communicable diseases. Belgian vegetarians believe that intake of meat is not healthy and is not good for the environment.

In the Philippines, one of the most active personality promoting vegetarianism is Dr. Tam Mateo, ND, the first Filipino Naturopathic Doctor, is a Cancer Nutrition Specialist. With his experience, with his wife as a cancer survivor, he has committed his life in educating the people in line with health and has been a Health Crusader for more than fifteen (15) years. He wants to leave a legacy in challenging people that they could possibly live a life without any disease. He is a member of the American Naturopathic Medical Association (ANMA); Association of American Nutritional Consultant (AANC); and the Philippine College for the Advancement in Medicine (PCAM). He is also the CEO of Living Food Philippines, Inc. as well as the President of Dr. Tam Vegetarian Association of the Philippines and the Kaalamang Pangkalusugan Foundation. His non-stock, non-profit organization, Dr. Tam Vegan Association of the Philippines (DTVAP) was established in 2003, and with an estimated 5000 members around the country. The organization conducts conventions annually to update, promote, and continuously advocate veganism. In order to avoid degenerative diseases and achieve a healthy lifestyle, the organization encourages everybody to practice the vegan lifestyle daily.

In the UK, the choice of being a vegetarian is steadily growing although prevailing to be outnumbered by meat eaters, and also they vary in terms of age, socio-economic status, and gender. Because of this trend, businesses should consider ethical consumerism and be more responsive to the

needs of this emerging population (Beardsworth, A.D., & Keil, E.T., 1991)

A number of newly published vegetarian cookbooks and the introduction of meatless vegetable burgers and sausage style products across the marketplace suggests that vegetarianism maybe a growing consumer movement. People are looking for information on how to eat more vegetable meals. Proof of this trend towards vegetarianism can be found in the grocery store. Heinz used to be the only vegetarian baked beans available, now there are several varieties on the shelf. Before you could not find food without lard, almost all supermarkets now have choices which are animal free. The magnitude of this issue is very different a few years back. Yogurt and dairy free ice cream was not as popular as it is today. Businesses will supply products which customers buy. The changes that have been happening are due to the public's demand for more vegetarian foods. For specialty products and options in restaurants and supermarkets, we can see there is a pretty large customer base. This is probably why so many businesses are jumping on the trend to add meatless selections. On the other hand, this number is still far from the majority. That is why a fast food place may be hesitant to add a vegetarian burger, or why a centerpiece of an advertising campaign may still not be vegetarian oriented. When making a marketing decision, a business will have to decide whether this vegetarian-oriented population is their customer base and if they want their business. If the answer is yes, they will cater to them. If the answer is no, they may make different decisions. In a similar fashion, though most of the population still eats animal products; many natural foods stores decline to carry meat because the purchase of meat does not fit into the buying habits of most of their customers.

In Metro Manila, there has never been a better time to go vegetarian with all the delicious and dairy-free foods now available. A number of restaurants like Bodhi, food chain with branches inside shopping malls, Happy Veggie, Quan Yin

Chay, Blissful Belly Vegetarian Cuisine, Daily Veggie N' Café, Greens, Kong Tiak, and The Farm in Batangas, are some of the restaurants in Metro Manila that specializes in Vegetarian dishes while Chimara and Queens are some of the restaurants that offer vegetarian choices. Food Stores like Healthy options, Veggie Boutique, Country Vegefoods, and Vita Grazia Vegetarian Grocery are some of the stores that sell ingredients for vegetarian Dishes.

This study will link individuals and organizations that believe in the principles of vegetarianism in an effort to make a more humane, just, peaceful, and environmentally sustainable world. In spite of the many benefits of plantbased diets and the many negative effects of animal-based diets and agriculture, the vast majority of people still eat meat and other animal products. It is essential that there is a major shift toward vegetarianism to end (or at least sharply reduce) epidemics of diseases that are afflicting so many people, horrible mistreatment of animals, many threats to ecosystems, global climate change, wasteful use of water, land, fuel, and other resources, widespread hunger, and increasing violence.

OBJECTIVES OF THE STUDY

- What do consumers know about the benefits of vegetarianism and health hazards of meat eating?
- Why do consumers choose to become vegetarian?
- What are the food preferences of consumers?
- How important are animal rights, environmental protection, and moral values to consumers?
- What is consumers' level of awareness of vegetarian organizations?
- What is consumers' level of awareness of advocacy advertisements toward vegetarianism?

II. METHODS

The study utilized both descriptive and quantitative research techniques, specifically Survey to answer the objectives of the study.

The Purposive sampling technique was used to draw the sample population for the vegetarians and convenience sampling was used to draw the sample population for the non-vegetarians. 62 non vegetarians between 18-55 yrs. old and 24 vegetarians between 20- 54 yrs. old from Malolos, Bulacan and Metro Manila were the respondents in the survey.

III. RESULTS AND DISCUSSION

1.0 Among the Vegetarian Respondents

1.1 Perceived Health Hazards of Meat Eating

Heart disease obtained the highest mention (85%) which confirmed the findings of the Focused Group Discussion probably because it is known to be the top killer among Filipinos. This is followed far behind by hot headedness by a little less than half (46%) of the respondents. Difficulty in breathing ranked third (33%). Other hazards cited are cancer, high blood pressure, allergies, constipation, diabetes, kidney diseases, obesity, rheumatism, shorter life span, sickly, getting tired easily, and all other diseases.

Table 1: Perceived Health Hazards of Meat Eating

Base: All Vegetarian Respondents	Total 24 %
Heart disease	85
Hot headedness	46
Difficulty in breathing	33
Cancer	21
High blood pressure	8
Allergies	4
Constipation	4
Diabetes	4
Kidney diseases	4
Obesity	4
Rheumatism	4
Shorter life span	4
Sickly	4
Tire easily	4
All diseases	4

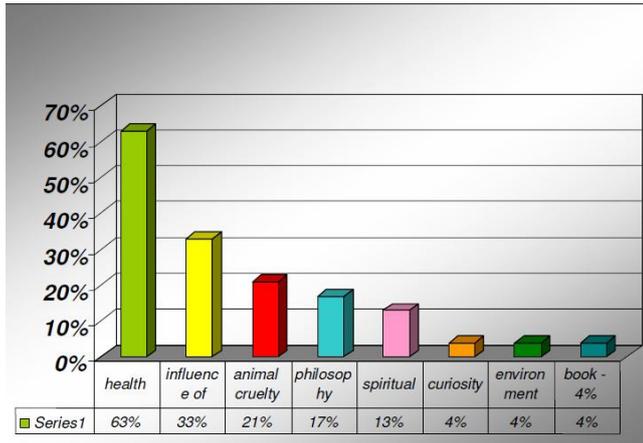
N.B. Total Exceed Base due to Multiple Answers

Dr. Tam Mateo, ND, the first Filipino Naturopathic Doctor, is a Cancer Nutrition Specialist. He invented the Dr. Tam’s Miracle Tea and conducts free seminars promoting raw veganism. He believes that People develop cancer without knowing it. They say that if your family runs with this kind of disease then you are likely to develop the same disease. In his practice as a Naturopath, he learned that only 20% of the cases are of genetic origin, the remaining 80% have unhealthy lifestyle as the cause, which they have adopted from their own families, and this is the primary reason why family members develop the same kind of disease. According to Dr. Tam, there are two major ways to develop this disease: 1) food addiction and 2) stress. The quality of food people are consuming today can also trigger the development of this disease. Meats are filled with growth hormones, processed foods are filled with excitotoxins - these are but few factors of developing cancer. Everybody is at-risk of developing cancer, but if they are willing to start changing their lifestyle, Dr. Tam guarantees them 100% that they can be free from developing any kind of disease.

1.2 Factors Influencing Consumers’ Decision to become Vegetarians

A little less than two thirds (63%) cited health to be the main reason that influenced their decision to become vegetarians. This is followed far behind by (33%) who mentioned they were influenced by others including family members, friends, mentors, and celebrities. Only one fifth of the respondents (21%) were moved by animal cruelty and their love for animals probably because the concept of animal rights is not yet widely accepted in the Philippines compared to other countries. Some of the respondents were influenced by yoga philosophy and spiritual reasons. A few respondents were driven by curiosity, books and other literature, and their desire to save the environment.

Fig. 1: Factors Influencing Decision to Become Vegetarians



Using qualitative methodology, a study by Barbara McDonald (2000) identified a psychological process of how people learn about and adopt veganism. The process of learning to become vegan was rooted in the individual’s sense of who they are and how they fit in the world. Each individual came to the learning event with a unique personal and cultural history. These histories shaped their original world views and, for most of the participants, influenced their learning to become vegan. For example, most of the participants claimed to have been “animal people” all their lives, which they felt may have helped them become more receptive to information about animal cruelty. The decision to become a vegetarian or vegan was made either immediately after a catalytic experience and the orientation to such a lifestyle or following some period of learning. If the decision was made temporarily close to the catalytic experience, it was typically more emotional than if it was made after a period of learning

1.3 Experience of Being Vegetarian

A little less than one fifth (17%) of the respondents mentioned that they are happy and proud to be vegetarians. A little over one tenth (13%) indicated that they felt more healthy and stronger. A little less than one tenth (8%) experienced peace of mind knowing that they are not hurting other beings.

Some respondents maintained a good weight and their concern for other beings developed because of practicing vegetarianism. A few became cool headed and some said vegetarianism is challenging. Other experiences mentioned are light and clean feeling, easier mobility, economy, easier to digest food, spiritual fulfilment, and their meat craving disappeared.

Table 2: Experiences of Vegetarianism

	Total %
Base: All Vegetarian respondents	24
Happy and proud	17
More healthy	13
Felt stronger	13
Peace of mind	8
Good weight	8
Concern for other beings developed	8
Challenging	8
Cool headed	8
Light and clean feeling	4
Easier mobility	4
Economical diet	4
Easier to digest food	4
Spiritual fulfilment	4
Craving disappeared	4

N.B. Total Exceed Base due to Multiple Answers

Vegetarianism is an essential step towards a better society, and people who take the time to consider its advantages, will be in the company of such thinkers as Pythagoras, Socrates, Plato, Clement of Alexandria, Plutarch, King Asoka, Leonardo da Vinci, Montaigne, Akbar, John Milton, Sir Isaac Newton, Emanuel Swedenbourg, Voltaire, Benjamin Franklin, Jean Jacques Rousear, Lamartine, Percy Bysshe Shelley, Ralph Waldo Emerson, Henry David Thoreau, Leo Tolstoy, George Bernard Shaw, Rabindranath Tagore, Mahatma Gandhi, Albert Schweitzer, and Albert Einstein.

1.4 Level of Satisfaction with the Results after Becoming Vegetarian

Respondents’ level of satisfaction with the results after they became vegetarians’ mean rating of 4.92 reveal that they are very satisfied with the results after they became vegetarians. This is

possibly because of the positive effects of vegetarianism to respondents' health, emotions, and sense of fulfillment.

Table 3: Level of Satisfaction

Base: All Respondents		Total 24 #
Not at all satisfied	1	-
A little satisfied	2	-
Somewhat satisfied	3	-
Pretty much satisfied	4	2
Very satisfied	5	22
Mean Rating		4.92

1.5 Membership in Vegetarian Organizations

Approximately one fifth (21%) of the respondents are Yoga Haribol Club members which is an organization that is school based while a little over one tenth (13%) belong to Chaitanya Mission. Other organizations where the vegetarian respondents belong are PETA, Ananda Marga Pracaraka Samgha, UNEP, Theosophical Society of the Philippines and Seventh day Adventist. Almost half (46%) of the respondents do not belong to any organization advocating Vegetarianism.

Table 4: Organizations Where Respondents Belong

Base: All Respondents	Total 24 %
Yoga Haribol Club	21
Chaitanya Mission	13
PETA	8
Theosophical Society of the Philippines	4
Ananda Marga Pracaraka Samgha	4
UNEP	4
Seventh Day Adventist	4
None	46

N.B. Total exceed base due to multiple responses

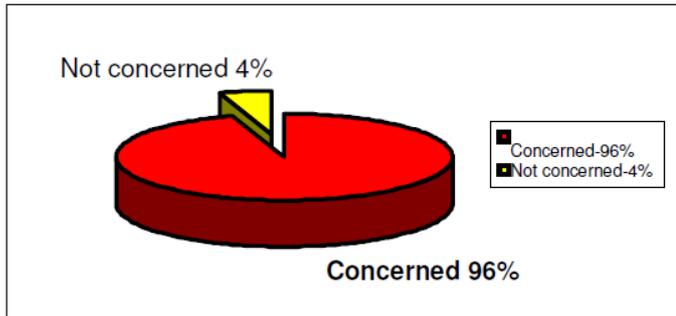
Asia has a large number of Vegetarian societies including Hong Kong Vegetarian Society where you can get information on veganism and vegetarianism in Hong Kong, Indian Vegan Society who believes that animals are not our slaves; they are our friends and the rightful co-habitants of this planet earth, Indonesian Vegetarian Society promotes

vegetarianism in Indonesia through Vegetarian Food Expo, Seminar, Restaurants, articles, books, recipes, accessories, Silver Dove Network and Soma Center includes creative art, Meditation, Singing Crystal-Bowls Sound Healing, Flower Remedies, and SkyView in their activities. Other vegetarian societies in Asia include Asian Vegetarian Union, Chong Hua Vegetarian Union, International Jewish Vegetarian Society, Japan Vegetarian Society, Natural Life Nomori, The Indian Vegetarian Congress, Vegetarian Center of Thailand, Vegetarian Society(Reverence for Life), Vegetarian Society(Singapore), Vegetarian Union of Iran, Alliance Vegetarianne de Maurice Bali Vegetarian, Bangladesh Vegetarian Society, Caodaism Veg Group, Hui Jiang Vegetarian Society, Jain Vegetarian Society, Korea Vegetarian Union, Krishna District Vegetarian Society, Healing the world one person at a time, Middle East Vegetarian Association(MEVEG), Nepal Vegetarian Society, PETA India, Nurturers of the Earth, Survival Guide for Vegetarians, Tibetans for a Vegetarian Society, Tokyo Vegan Meet up Group, Vegan Social Club of Beijing, Vegetarian Korea, VeggieBoards - China, VeggieBoards - India, VeggieBoards - Israel, VeggieBoards - Japan, VeggieBoards - Thailand, Veg Grassroots Society, Philippines, VEGWAY, Yoga Siddhantha.

1.5 Concern In Selecting Restaurants and other Establishments Which do not Violate Animal Rights, Environmental Protection, and Moral Values

Almost all respondents (96%) are concerned in selecting restaurants and other establishments that do not violate animal rights, environmental protection, and moral values while very few (4%) of the respondents are not concerned.

Fig. 2: Concern in Selecting Restaurants and Other Establishments

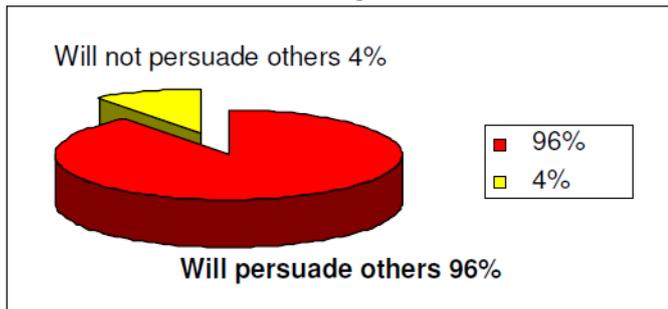


In Metro Manila, there has never been a better time to go vegetarian with all the delicious and dairy-free foods now available. A number of restaurants like Bodhi, food chain with branches inside shopping malls, Happy Veggie, Quan Yin Chay, Blissful Belly Vegetarian Cuisine, Daily Veggie N’ Café, Greens, Kong Tiak, and The Farm in Batangas, are some of the restaurants in Metro Manila that specializes in Vegetarian dishes while Chimara and Queens are some of the restaurants that offer vegetarian choices. Food Stores like Healthy options, Veggie Boutique, Country Vegefoods, and Vita Grazia Vegetarian Grocery are some of the stores that sell ingredients for vegetarian Dishes.

1.7 Inclination to Persuade Others to also Become Vegetarians

Most (96%) of the respondents are inclined to persuade others to also become vegetarians maybe because they want to share the benefits they experienced after becoming vegetarians.

Fig. 3: Inclination to Persuade Others to Also Become Vegetarians



Respondents cited strategies on how they will persuade others to also become vegetarians. A little less than half (42%) of the respondents will educate others by giving information on vegetarianism. One third (33%) of the respondents will share the benefits of vegetarianism based on their experiences. Some (8%) will educate the people about the pros and cons of meat eating and by using themselves as examples. Other ways to convince others mentioned are: gentle, obvious, and practical persuasion, by showing PETA materials, and teaching their targets how to cook vegetarian food. However, a few thought they need not persuade others because no one persuaded them in the past.

Table 5: Ways to Persuade Others to Also Become Vegetarians

Base: All Respondents	Total 24 %
By educating them and giving them information	42
By sharing the benefits	33
By telling them the effects of meat eating	8
By using myself as an example	8
Gentle, obvious, and practical persuasion	4
By showing them PETA materials	4
By teaching them how to cook vegetarian food	4
No one persuaded me, why should I persuade others	4

N.B. Total exceed base due to multiple answers

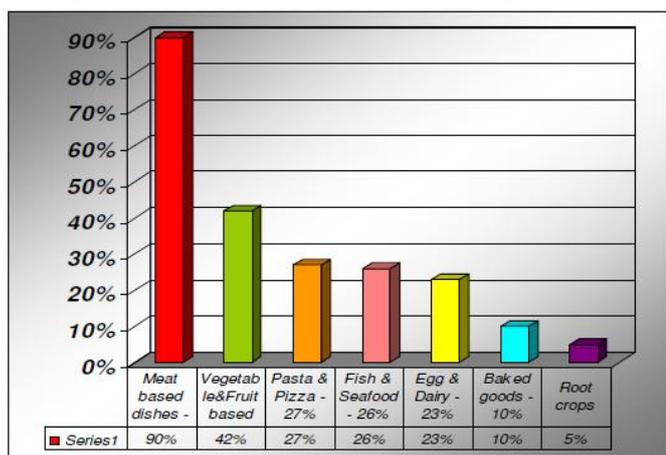
If one of the goals of vegans is to educate others (Stepaniak, 1998), people must better understand how people learn to become vegan. To better understand the adoption of a vegan perspective, it is important to identify commonalities in the stories of individuals experiencing such change.

2.0 Among the Non Vegetarian Respondents

2.1 Food Preferences of Non Vegetarian Respondents

The survey results showed that meat based dishes are the top of mind preference for food by nine out of ten respondents probably because consumers are not aware that even the simplest headache is caused by meat eating. A little less than half (42%) of the respondents prefer vegetable and fruit based dishes. Pasta and pizza ranked third (27%) while approximately one fourth (26%) of the respondents like to eat fish and seafood. Other food preference include egg and dairy, baked goods and root crops.

Fig. 4: Food Preferences of Non Vegetarians



Specifically, a little less than one third (29%) of the respondents prefer chicken whether fried, adobo, or lechon. Second favourite of respondents is pork whether sinigang, nilaga, or porkchop with a little less than one fifth (16%) of the respondents' vote. Next is beef, also nilaga ang sinigang. Next preference is fast food favorite hamburger, followed by Kare-kare, Menudo, Bopis, Dinuguan, Hamonado, Lenggua, Lechon, and Sisig. A little less than half (42%) of the respondents like to eat vegetable and fruit based dishes specifically, vegetables in general, fruit salad and vegetable salad. Other preferences include Chopsuey, Ampalaya, Broccoli, Pinakbet, Sitaw, Strawberry, Tomato, Mushroom, and Okra. Some respondents are also Pasta and Pizza consumers. Others are fish and seafood fanatics. Specifically, they like eating fish, prawns, seafood in general, fish balls, and shrimp. A few respondents also like eggs and dairy products like chocolate, ice cream, eggs, Cheese cake, and

Yogurt. Very few like eating root crops such as mashed potato, potato chips, and French Fries.

Table 6: Food Preferences of Non-Vegetarians

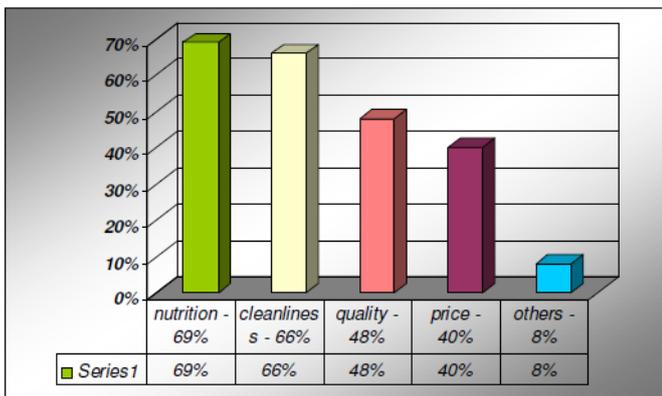
	Total
Base: All Respondents	62 %
Meat based dishes	90
Chicken(adobo,fried,lechon)	29
Pork (Nilaga,sinigang,etc)	16
Beef (Nilaga,sinigang,etc)	15
Hamburger	5
Kare-kare	5
Menudo	5
Bopis	3
Dinuguan	2
Hamonado	3
Lengua	3
Lechon	3
sisig	2
Vegetable and Fruit based dishes	42
Vegetables (general)	7
Chopsuey	5
Fruit Salad	7
Ampalaya	3
Vegetable salad	7
Broccoli	3
Pinakbit	3
Sitaw Guisado	2
Strawberry	2
Tomato	2
Mushroom	2
Okra	2
Pasta & Pizza	27
Spaghetti	13
Pasta	8
Noodles	2
Pizza	5
Fish and Seafood	26
Fish	13
Prawns	5
Seafood (general)	5
Fishball	2
Shrimp	2
Egg and Dairy	23
Chocolate	8
Ice cream	8
Cheese cake	2
Eggs	3
Yogurt	2
Root Crops	5
Mashed potato	2
Potato chips	2
French Fries	2

N.B. Total exceed base due to multiple responses

2.2 Factors Considered When Buying Food

A little more than two thirds (69%) of the respondents consider nutrition as the major factor affecting their food purchase. Approximately two thirds (66%) of the respondents cited food cleanliness as another factor considered when buying food. Quality of the food is third consideration for approximately one half (48%) of the respondents. A little less than half (40%) of the respondents cited price as another factor considered when buying food. Other considerations in purchasing food include flavour and taste of the food.

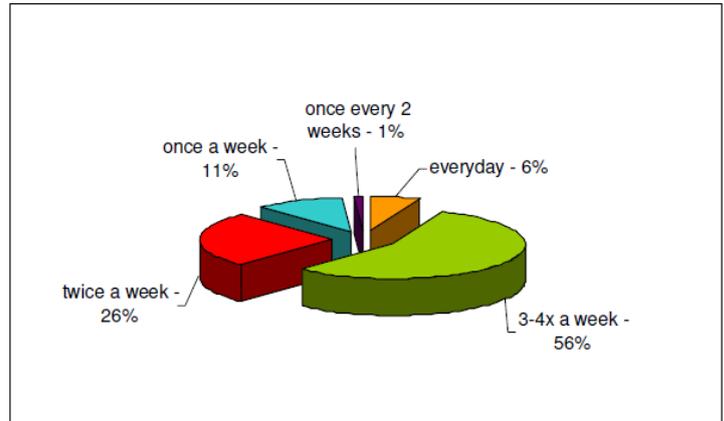
Fig. 5: Factors Considered When Buying Food



2.3 Frequency of Serving Vegetables

A little more than half (56%) of the non vegetarian respondents serve vegetables three to four times a week maybe because they are not aware that this is not enough to achieve necessary nutrition. Approximately one fourth (26%) of the respondents serve vegetables in their households twice a week. A little more than one tenth (11%) of the respondents serve vegetables once a week and some (6%) serve it everyday. Very few (1%) serve vegetables once every two weeks.

Fig. 6: Frequency of Serving Vegetables in Non-Vegetarian Households



2.4 Level of Importance of Animal Rights

Respondents were asked to rate their level of importance of animal rights and the mean rating resulted to 4.13 or pretty much important.

Table 7: Level of Importance of Animal Rights

Level of Importance	#
Not at all important	-
A little Important	-
Somewhat important	8
Pretty much	38
Very important	16
Mean Rating	4.13

2.5 Level of Importance of Environmental Protection

Respondents rated their level of importance of environmental protection 4.69 or very important.

Table 8: Level of Importance of Environmental Protection

Level of Importance	#
Not at all important	-
A little Important	-
Somewhat	2
Pretty much	15
Very important	45
Mean Rating	4.69

2.6 Level of Importance of Moral Values

Moral values to respondents also resulted to very important with a mean rating of 4.58.

Table 8: Level of Importance of Moral Values

Level of Importance	#
Not at all important	-
A little Important	-
Somewhat important	2
Pretty much important	22
Very important	38
Mean Rating	4.58

3.0 COMPARATIVE ANALYSIS OF VEGETARIANS AND NON VEGETARIANS

3.1 Awareness of Ads Advocating Vegetarianism

A little less than two thirds (61%) of the vegetarian survey respondents are familiar with ads advocating vegetarianism. Specifically, respondents mentioned PETA’s Kentucky Fried cruelty, ‘Chew on this’, the half naked women, Mc Donald’s cruelty, the ads using professional well known bikers and

skaters, musicians and celebrities, the ‘Fur is dead’ campaign, ‘Leather is dead skin’, ‘I’d rather go naked than wear fur’ campaign, ‘Pigs are friends’, ‘I’m not a nugget’ ad, and other PETA videos. Few (4%) respondents also mentioned Yoga Haribol Club advertisements, Haribon ad, UNEP ads specifically those against animal cruelty, dog/horse racing, and zoos, a few also mentioned Greenpeace ad. A little less than half (41%) do not know any advertisements advocating vegetarianism. A little less than two thirds (60%) of the non vegetarian respondents mentioned PETA ads specifically: nude celebrities like Pamela Anderson, Alicia Silverstone, and Maggie Q, used in some of PETA’s major campaigns, ‘lettuce bikini’ girls, animal rights campaigns, ‘Chew on this’, Anti foei grass eating campaign, and ‘Try to relate on what is on your plate’. The only non-PETA advertisement that a little less than one tenth (8%) of the respondents mentioned is Knorr’s ‘Makulay ang buhay sa sinabawang gulay’ campaign. A little more than one third (39%) are not aware of any advertisements advocating vegetarianism.

Table 8: Awareness of Ads Advocating Vegetarianism

Table 4.7 : Awareness of Ads Advocating Vegetarianism	
Vegetarian Respondents	Non Vegetarian Respondents
Total 24 %	Total 62 %
PETA 61	PETA 60%
Kentucky Fried Cruelty 13	Nude celebs Pam Anderson 13
Chew on this 8	Alicia Silverstone 3
Half naked women 4	Maggie Q 2
Mc Donald’s cruelty 4	Animal rights 2
Pro athletes 4	Lettuce Bikini girls 3
Musicians/celebs 4	Chew on this 8
‘Fur is dead’ 4	Anti foei grass eating 2
‘Leather is dead skin’ 4	Try to relate on what is on your plate 2
‘I’d rather go naked than wear fur’ 4	
‘Pigs are friends’ 4	
‘I’m not a nugget’ 4	
‘Other PETA videos’ 4	
Yoga Haribol 4	Knorr 8
Haribon 4	
UNEP 4	
Against animal cruelty Dog/horse racing zoos 4	
Greenpeace 4	
None 41	None 39

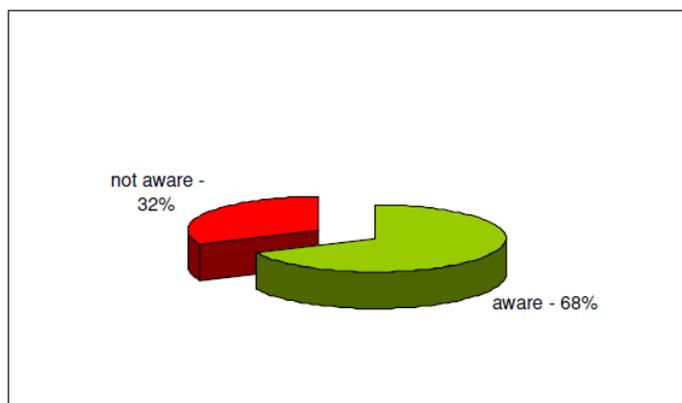
N.B Total exceed base due to multiple responses

Media Advocacy is a promising development that needs systematic research if it is to move from plausibility to proven effectiveness according to the study of Martine Stead, Gerard Hastings, and Douglas Eadie (2002). Evaluation is important to provide feedback to media advocacy practitioners on how to enhance their efforts, and to funders and researchers seeking to assess media advocacy's effectiveness as a promotion strategy.

3.2 Awareness of the Benefits of Vegetarianism

Approximately two third (68%) of the non vegetarian respondents indicated that they are aware of the benefits of being a vegetarian. Approximately one third (32%) of the respondents cited that they are not aware of the benefits of vegetarianism.

Fig. 7: Awareness of the Benefits of Vegetarianism by Non-Vegetarian Respondents



3.3 Perceived Benefits of Vegetarianism

Nine out of ten vegetarians mentioned they became less sickly after becoming vegetarians. A little over two third (70%) experienced peace of mind. Half (50%) of the respondents maintained a healthier weight. A little less than half (45%) do not get tired easily compared when they were still meat eaters. Other benefits experienced are: feeling good physically, spiritually, and mentally, becoming disciplined, a more economical diet, and gained humanity as individual, they felt more human than

before. Approximately one fifth (21%) of respondents believe that being a vegetarian gives you good health, and a sexier and leaner body. Some (16%) believes that vegetarianism makes a person less prone to illnesses like cancer and heart ailments, at the same time giving the practitioner a stronger immune system. Other perceived benefits include: good for digestion, prevents toxins in your body because the food choices often do not contain artificial ingredients, longer life span, enough nutrients for the body, help in protecting animal welfare, more energy, and more economical. A few (18%) did not answer the perceived benefits of vegetarianism.

Table 9: Perceived Benefits of Vegetarianism

Vegetarians Base: All Respondents	Total 24 %	Non Vegetarians Base: All Respondents	Total 62 %
Less sickly	90	Sexier/ leaner body	21
Peace of mind	70	Good health	21
Maintained a healthier weight	50	Less prone to illnesses	16
Do not get tired easily	45	Prevent high blood pressure	
Feeling good physically, spiritually, mentally	10	Prevent cancer	
Becoming disciplined	5	Less prone to heart ailments	
		Stronger immune system	
More economical	5	Prevent toxins (no artificial ingredients) / good for digestion	8
Humanity as individual	5	Longer life	5
		Nutrients needed	5
		Animal welfare	5
		Energetic	3
		Cheaper	2
		No answer	18

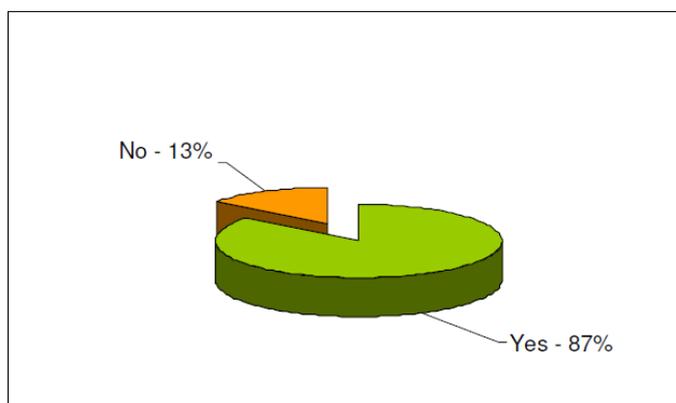
N.B. Total exceed base due to multiple responses

Can a vegetarian diet improve or restore health? Can it prevent certain diseases? Advocates of vegetarianism have said yes for many years, although they didn't have much support from modern science until recently. Now, medical researchers have discovered evidence of a link between meat eating and such killers as heart disease and cancer, so they're giving vegetarianism another look.

3.4 Concern in Selecting Restaurants and Other Establishments that Violate Animal Rights, Environmental Responsibility, and Health Issues

Majority (79%) of the non vegetarian respondents will be concerned in selecting restaurants and other establishments that do not violate animal rights, environmental responsibility, and health issues. A little over one tenth (13%) who were not affected by the test materials will not be concerned in selecting restaurants and other establishments.

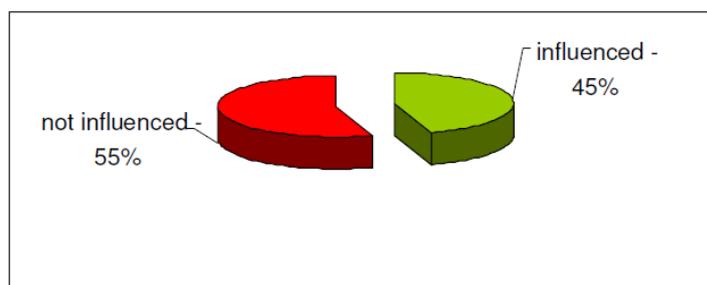
Fig. 8: Concern in Selecting Restaurants and Other Establishments



3.5 Whether or Not the Non Vegetarians were influenced to Become Vegetarian

A little less than half (45%) were influenced to consider become vegetarians while a little more than half (55%) of the respondents were not influenced by the test materials to consider become vegetarians.

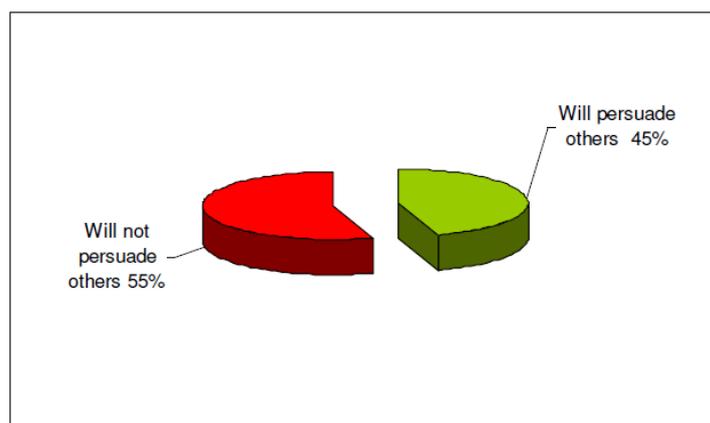
Fig. 8: Whether or Not the Non Vegetarians were influenced to Become Vegetarian



3.6 Inclination to Persuade Others to Become Vegetarians

A little more than one third (45%) of the respondents will persuade others to become vegetarians. A little more than one half (55%) of the non vegetarian will not persuade others to become vegetarians.

Fig. 9: Inclination to Persuade Others to Become Vegetarians



IV. CONCLUSIONS

The following conclusions are drawn from the findings of the study:

- Both the vegetarian and non-vegetarian respondents are aware of the health benefits of vegetarianism.
- The main factors which influenced consumers' decision to become vegetarians are health, influence of others, animal rights, and philosophy.
- Vegetarians are very satisfied with the results after becoming one, a reason why they are also eager to persuade others to also become vegetarians through educating them the benefits of vegetarianism including happiness, healthier bodies, peace of mind, and good weight among other effects that they had experienced.
- Almost all non-vegetarian consumers prefer meat based dishes. This is probably because they are not aware that eating meat is the major cause of diseases. Meat eaters also consider nutrition when buying food, however, they serve vegetables less frequently than meat because they don't understand it is not enough to achieve necessary nutrition.
- Both the Vegetarian and Non Vegetarian Respondents are aware that meat eating is associated with many health hazards particularly heart disease and cancer.
- The benefits of vegetarianism as experienced by vegetarians are significantly different from the perceived benefits by non-vegetarians which are mostly limited to physical benefits specifically sexier/leaner bodies.
- A little less than half of the vegetarian respondents do not belong to organizations advocating vegetarianism but majority have been exposed to campaign materials advocating vegetarianism.

- There is still a significant number of respondents who are not aware of advertisements advocating vegetarianism and respondents who had been exposed to some campaign materials still have limited information.

RECOMMENDATIONS

The findings of the Surveys that were conducted cannot be projected to the total population because the non-probability sampling was used to determine the sample. The following studies can be pursued by future researchers:

- A quantitative study using a random sample can yield findings that are projective to the total number of vegetarians in the Philippines and around the world.
- Vegetarian groups can launch a total advertising campaign to increase awareness of their advocacy and disseminate necessary information about the benefits of vegetarianism.
- PETA can do more infomercials to educate the public about the benefits of vegetarianism and can send materials to schools to educate students about a more environmentally sustainable world through vegetarianism.
- The health and wellness industry can entice more consumers through educating them about the principles of vegetarianism.
- The food chain industry can find ways for more ethical ways and more variety of food choices for health conscious individuals.
- The academe can pursue more studies related to vegetarianism and its importance to a more sustainable environment. It can also influence students the importance of going back to basics when it comes to nutrition and build a better foundation of students' knowledge of the principles of

vegetarianism and its significance to the environment.

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