

Individual Values, Attitudes & Behavior towards A Sustainable Dining Diet Pattern: Vegetarian



Student of MA IHSM(2021-2022): Yi Li (yi.li@student.nhlstenden.com), Supervisor: Frans Swint NHL Stenden Hotel management School



1. Introduction

1.1 Issues

As some current world-wide situations, too many calories from animal fat and protein are resulting in higher risk of the cardiovascular and chronic diseases (Cheng, Lin & Tsai, 2014). A diet high in animal products contributes greenhouse gas (GHG) emissions, resources waste, and business costs (Kim & Hall, 2019).

For instance, per unit of edible protein from producing beef emits around 20 times more GHG emissions than non-animal sources such as beans, peas and lentils (Parkin & Attwood, 2021). Over 90% of farmed animals around the world live on factory farms where they suffer painful mutilations, small cages, and frequent abuse (Bryant & Sanctorem, 2021).

1.2 Trends

The consumption behaviour of plant-based meats or meat substitutes is generally regarded as saving water and land, reducing greenhouse gas emissions (Hoek, Luning, Weijzen, Engels, Kok & de Graaf, 2011).

This spotlight trend is presented via the strong emphasis on increasing promotion of plant-based nutritional style: vegetarian diet (Modlinska, Adamczyk, Maison & Pisula, 2020). It contributes to significant health benefits (Modlinska, et al, 2020), as well as to avoiding animal slaughter (Ye & Mattila, 2021).

1.3 Vegetarian diet pattern

Vegetarian diet is defined by what it does not contain meat, poultry or fish (Key, Appleby & Rosell, 2006). It is usually depicted as “a dietary pattern that is characterized by the consumption of plant food and the avoidance of some or all animal products” (Perry, McGuire, Neumark, & Story, 2001).

Vegetarian diet is enhancing not only human health but also eco-friendly value (Cheng, Lin & Tsai, 2014)

1.4 Value-attitude-behavior Hierarchy theory

Value-attitude-behavior theory framework can be explained that in a specific situation “the influence should theoretically flow from abstract values to midrange attitudes, and then to specific behaviors” (Rahman & Reynolds, 2019; Kim, Hallb & Kim, 2019). They stated that, in the studies of sustainable consumption via this model, values (egoistic, altruistic, biospheric) has been proved to have a strongly impact on sustainable attitudes, and then accordingly positively cause pro-environmental purchasing behavior.

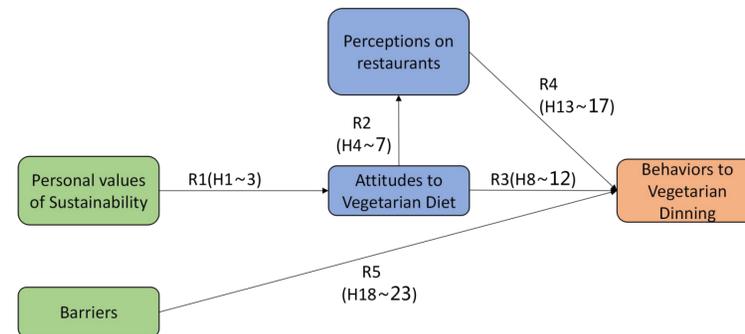
1.5 Purpose of research

Therefore, the researcher is about to propose a research model as justifying and extending VAB framework, and it is on the purpose of studying how it mostly might impact vegetarian consumption in restaurants of big commercial cities in Netherlands.

The results and discussions of this study would like to reveal certain relationships between customers’ value orientations, attitudes, perceptions and behaviors in vegetarian restaurants, which would enable food and beverage operators to have an in-depth understanding and evaluating of vegetarian business. It would provide specific findings to encourage customers’ pro-environmental behaviors.

2. Concepts

Conceptual model



Values are “desirable, trans-situational goals, varying in importance, that serve as guiding principles in peoples’ lives (Schwartz’s, 1992).

Attitude means an individual’s consistent tendency to respond favorably or unfavorably toward an object in question (Kim & Hall, 2019)

Perception is the customer’s overall opinion, thought, awareness and feelings about a company and its product and service offerings (Sánchez-Bravo, et al. 2020)

Behavior describes the volitional control of the individual, consequently, the predictor of a behavior is mostly intended to engage in that behavior (Kima, Hallb & Kim, 2019).

Barriers are those factors which inhibit or block learners’ preparedness for the new experience and prevent their active engagement in it. (Boud & Walke, 1993)

3. Problem statement & Research questions

Problem statement:

What are the key factors that impact on consumer’ behaviors to vegetarian diet pattern in a restaurant being located in Amsterdam in Netherlands?

R1: Which individual values of sustainability are significantly related to attitudes towards vegetarian diet?

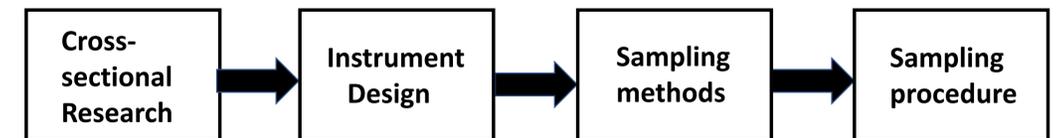
R2: How is the relationship between attitudes towards vegetarian diet and customer’s perception on dining in a restaurant?

R3: How do attitudes towards vegetarian diet influence customer’s behavior to dine in a restaurant?

R4: What aspects of customer’s perceptions are importantly related to their behaviors to consumption of vegetarian diet ?

R5: What factors from the barriers influence on the customer’s behaviors to vegetarian diet?

4. Design: Quantitative Research



5. Instrument

The Sample of Questionnaire		Perceptions	
Concepts	1=strongly disagree, 2=disagree, 3=slightly disagree, 4=slightly agree, 5=agree, 6=strongly agree		
Values of sustainability		Perceptions on vegetarian restaurants	Q12: I am expecting good food quality in in vegetarian restaurants.
Egoistic values	Q1: I want to be healthy. Q2: I want to be happy/ I want to enjoy more in my life.		Q13: I am expecting the balanced nutritional vegetarian dishes in vegetarian restaurants.
Altruistic values	Q3: Environmental protection will provide a better world for friends and children.		Q14: I am expecting the sustainable brand image of products in vegetarian restaurants.
Biospheric values	Q4: Environmental protection benefits everyone.		Q15: I am expecting more options of vegetarian dishes on the menu. Q16: I am expecting all information of vegetarian dishes to be well-explained.
Attitudes to vegetarian diet		Behavior to vegetarian diet	
Health Concern	Q5: I try to prevent from getting chronic diseases Q6: I try to keep fit by healthy diet. Q7: Eating vegetarian foods is healthier than eating meat products.	Pro-environmental behaviors	Q17: I will make an effort to visit a restaurant for vegetarian foods. Q18: I am willing to pay more to eat vegetarian meals.
	Well-being & Contentment	Habits changing behavior	Q19: I am willing to change my eating habits. Q20: I would often choose vegetarian dishes on menu. Q18: I will also choose vegetarian foods when other group members have vegetarian diet. Q19: I avoid eating vegetarian foods.
			Q8: I would like to improve my life quality through eating vegetarian foods more. Q9: I would have more fun in spare time if being healthier.
Meat Substitutes	Q10: Meat alternatives are tasty. Q11: Meat alternatives (plant-based) are more eco-friendly than meat product.	Barriers	Q20: I feel more enjoyable when eating meat dishes than vegetarian ones. Q21: I find less appealing from vegetarian meals, such as taste, texture and flavors.

6. Sampling Methods

Target Population: residents in Amsterdam

Sampling Population: guests in a restaurant in Amsterdam

Representativeness: Diverse nationalities

Different occupations

Various education background

Males+Females

Young+Middle-aged+Aged

Random Sampling methods

Sampling Size: N=147 (by statistical power analysis)

a medium ES at power=0.8, significance criterion $\alpha = 0.01$,

multiple regression/correlation analysis) (Cohen, 1992)

7. Reference list

- Bryant.C & Sanctorem. H, 2021. Alternative proteins, evolving attitudes: Comparing consumer attitudes to plant-based and cultured meat in Belgium in two consecutive years. *Appetite* 105161
- Hoek, A. C., Luning, P. A., Weijzen, P., Engels, W., Kok, F. J., & de Graaf, C. 2011. Replacement of meat by meat substitutes. A survey on person-and product-related factors in consumer acceptance. *Appetite*, 56(3), 662-673.
- Kima.M, Hallb.C, and Kim.D, 2019. Predicting environmentally friendly eating out behavior by value-attitude-behavior theory: does being vegetarian reduce food waste. *Journal of sustainable tourism*.
- Modlinska.K ,Adamczyk.D, Maison.D and Pisula.W, 2020. Gender Differences in Attitudes to Vegans/Vegetarians and Their Food Preferences, and Their Implications for Promoting Sustainable Dietary Patterns—A Systematic Review. *Sustainability* 2020, 12, 6292.
- Ye. T, Anna. S. Mattila, 2021. The effect of ad appeals and message framing on consumer responses to plant-based menu items. *International Journal of Hospitality Management* 95.