

PROJECT REPORT ON
“CONSUMER PERCEPTIONS AND WILLINGNESS TO ADOPT
PLANT-BASED MEAT ALTERNATIVES IN THE CONTEXT OF
SUSTAINABLE AND ETHICAL FOOD CHOICES WITH RESPECT TO
DAKSHINA KANNADA REGION”

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 01-09-2023

CERTIFICATE

This is to certify that **D JESSIE JANET** bearing **USN 4AL21BA024** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"CONSUMER PERCEPTIONS AND WILLINGNESS TO ADOPT PLANT-BASED MEAT ALTERNATIVES IN THE CONTEXT OF SUSTAINABLE AND ETHICAL FOOD CHOICES WITH RESPECT TO DAKSHINA KANNADA REGION"** is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I **D Jessie Janet**, hereby declare that the Project report entitled “**Consumer perceptions and willingness to adopt plant-based meat alternatives in the context of sustainable and ethical food choices with respect to Dakshina Kannada region**” prepared by me under the guidance of **Mr. Guruprasad Pai**, Assistant Professor of M.B.A Department, Alva’s Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04/09/2023

Signature of student

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EXECUTIVE SUMMARY

The Project work on consumer perceptions and willingness to adopt plant-based meat alternatives in the context of sustainable and ethical food choices with respect to Dakshina Kannada region, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Firstly, the study uncovered a limited awareness of plant-based meat alternatives among Dakshina Kannada consumers. Many respondents were unfamiliar with these products, indicating a substantial knowledge gap in the region.

However, when introduced to the concept, a significant portion of participants expressed interest due to perceived sustainability benefits. Concerns about the environmental impact of traditional meat production motivated consumers to consider plant-based options. Additionally, ethical considerations, particularly related to animal welfare, emerged as a compelling factor influencing food choices. Participants expressed a willingness to support ethical and cruelty-free alternatives.

Despite these positive inclinations towards sustainability and ethics, taste preferences and cultural factors were identified as barriers to adoption. Some respondents remained hesitant to transition to plant-based alternatives, citing concerns about flavor and their attachment to traditional meat-based dishes deeply rooted in the local culture.

Consequently, this study highlights the need for comprehensive educational initiatives to bridge the awareness gap and promote sustainable and ethical food choices, ultimately fostering a more environmentally conscious and ethically driven food culture in Dakshina Kannada.