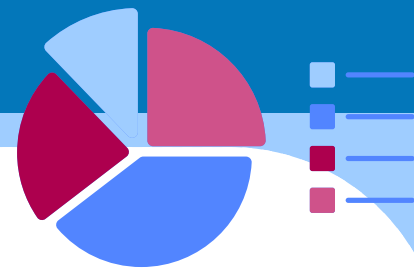


DOES THE AWARENESS ABOUT ANIMAL-DERIVED MATERIALS INFLUENCE OUR BUYING HABITS ?

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1 BACKGROUND



Objective: We want to compare 2 populations of students : the **health students** and the **non-health students** and determine which population is more sensitive about animal-derived materials in their buying habits.

Context: Nowadays, the consumers seek to understand the implications of using animal-derived materials in the product they purchase, and actively seek alternatives that align with their values and concerns.

Expectation: For this study, we expect that the **health students** will use less animal derived product then the **non-health students** as they should be more aware about animal condition and welfare.

2 MATERIAL AND METHODS

- Online survey disseminated through **social media** and relatives shared by the respondents and a **QR code** also shared for students at the university. Descriptive and inferential statistics were conducted using **Excel and SPSS** (statistical software) with a chi-squared. It's 20 questions divided into 5 categories (nominal and ordinal data). We made the survey in 2 languages : English and French. The survey fatigue is avoided by limiting open ended question, proposing predefined answers (scales from 1 to 5) instead while always keeping an "other" category.
- Respondents were divided into there study categories (**47 health students** and **45 non health student**). With an age mean of 18.9 years old. The number of French who answered is much higher than those in English.

Null hypothesis : No association between students and the variable

Alternative hypothesis : Association between students and the variable

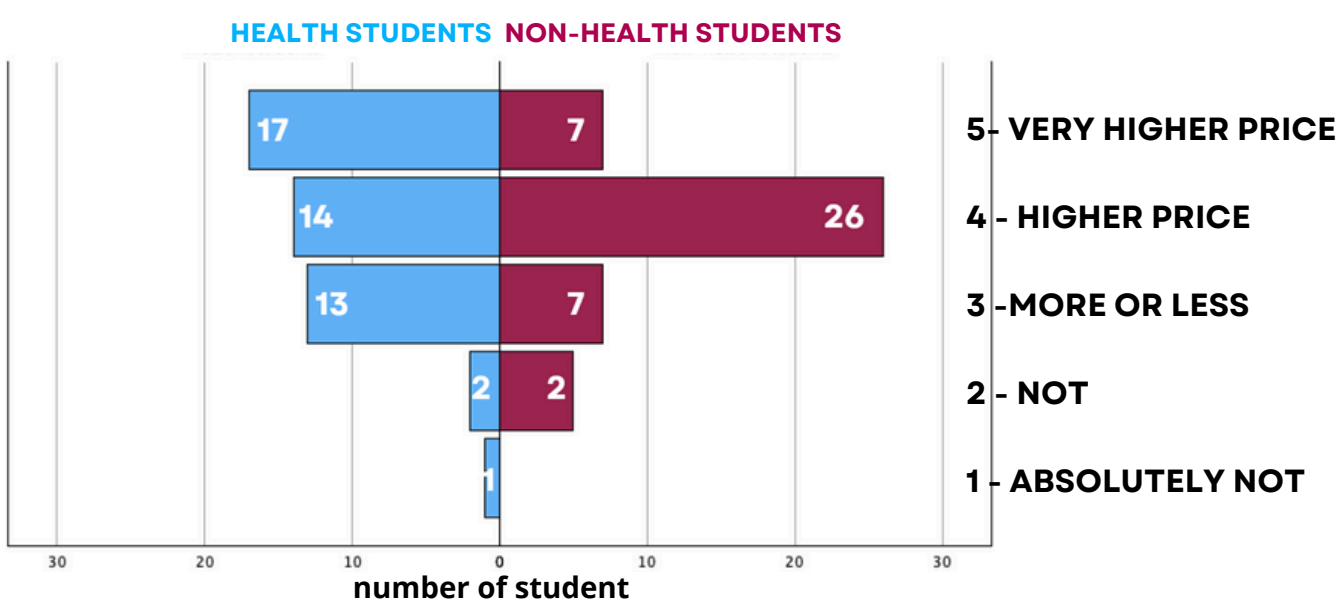
If p value < 0.05 : we reject the null hypothesis and regard the alternative hypothesis

If p value >= 0.05 : we accept the null hypothesis

3 RESULTS Chi-squared test :

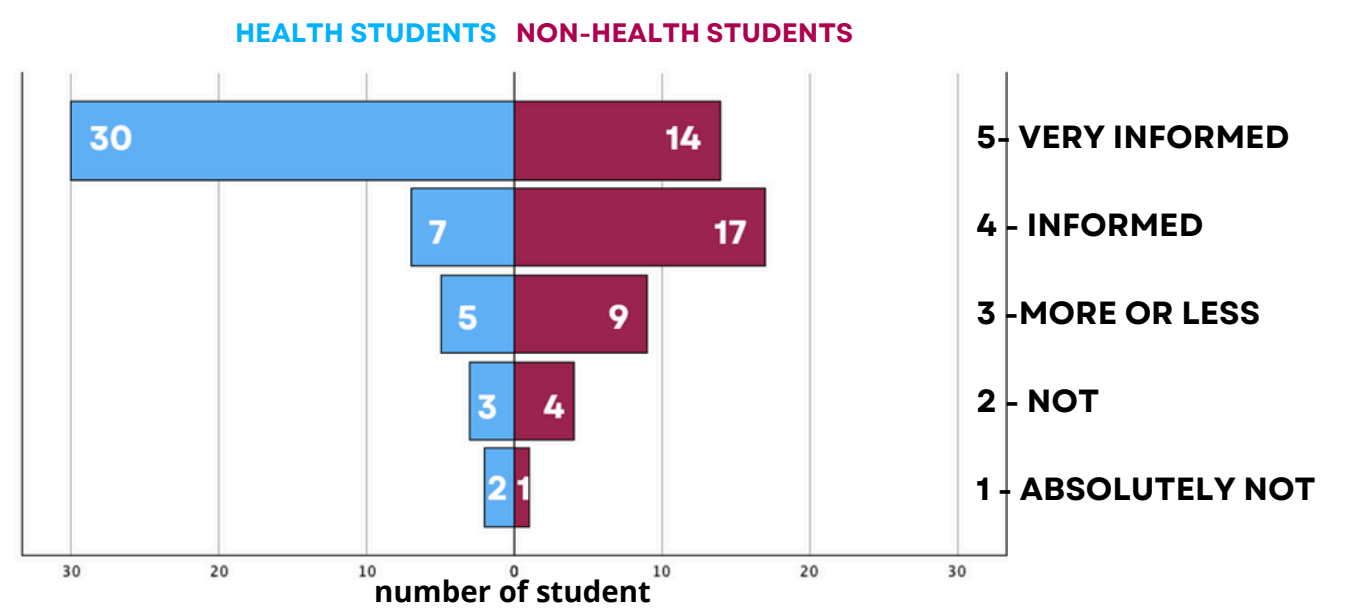


ARE YOU WILLING TO PAY A HIGHER PRICE FOR CERTIFIED ANIMAL-FRIENDLY PRODUCTS ?



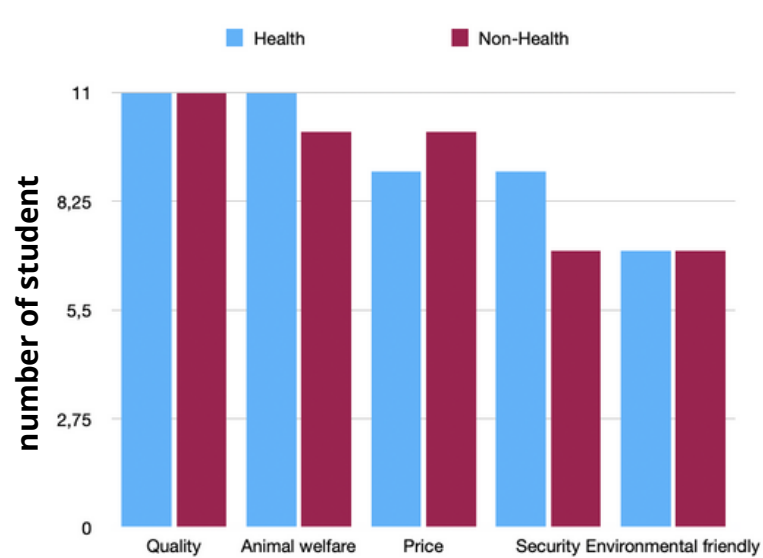
There is more **non-health students** that are willing to pay a higher price for animal derived products **P = 0.012**

WOULD YOU LIKE TO BE MORE INFORMED ABOUT CLOTHES MANUFACTURING ?



There is more **health students** who want to be more informed about clothes manufacturing **P = 0.013**

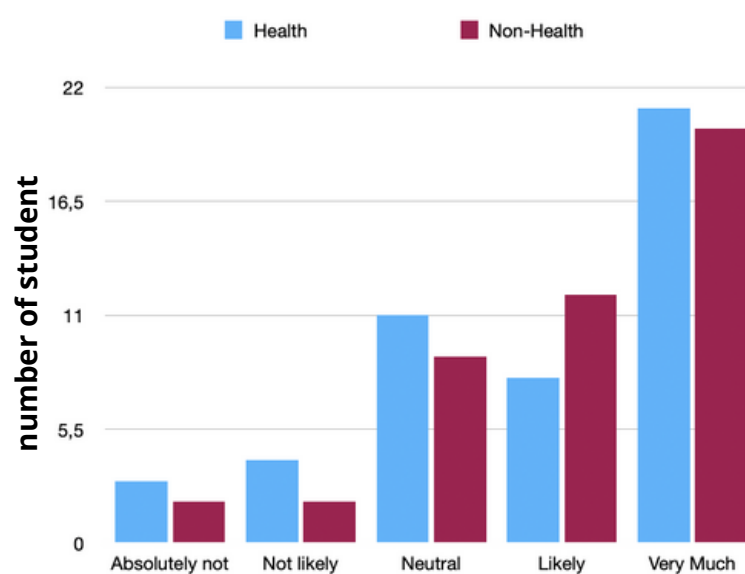
CRITERIAS RANKED BY IMPORTANCE WHEN BUYING ANIMAL-DERIVED PRODUCTS



For Both **health students** and **non-health students**: the quality and the animal welfare are the most important criterias. The environmental friendly criteria is the least important for both.

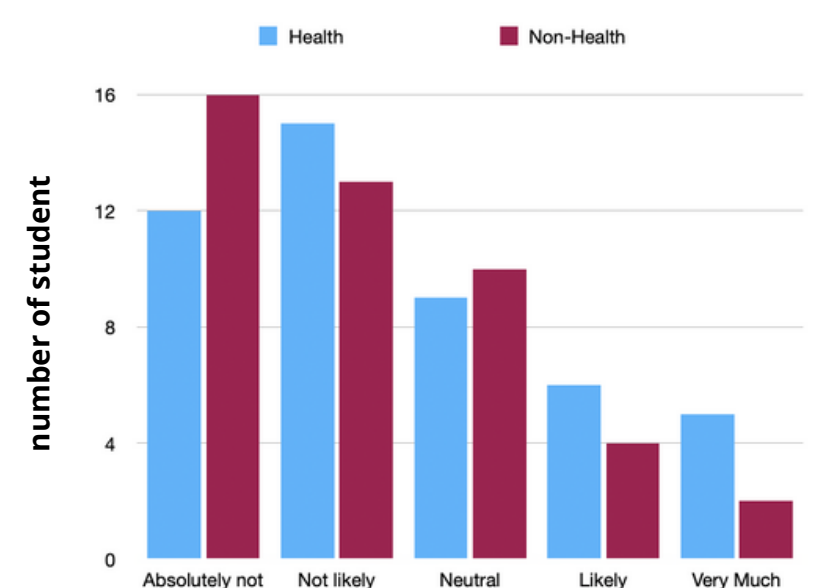
The result are not significant for the three last graphs

WOULD YOU TRADE ANIMAL-DERIVED COSMETIC FOR A NON-ANIMAL DERIVED ONE ?



Both **health students** and **non-health students** would like to trade the animal-derived cosmetic product for a non-animal one. This shows the awareness of both group of students about animal-derived cosmetic products.

WOULD YOU RATHER USE AN ANIMAL-BASED COSMETIC THAN A NON-ANIMAL ONE ?



Non-health students is the group who use much more non-animal cosmetic products compared to health students. The minority of both **health** and **non-health** students use animal-based cosmetic products.

4 CONCLUSION



- The status of the individual (health student or non-health student) may influence their buying habits regarding animal-derived products.
- Our expectations were not met for each variables: The **non-health students** show a willingness to be more aware about animal derived-products.
- Both **health students** and **non-health students** are willing to change their buying habits for a non-animal derived materials.
- Recommendations for our study include increasing consumer awareness, improving product labeling, and promoting vegan and cruelty-free products, consumer education and promoting ethical consumption practices.

SOURCES :

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