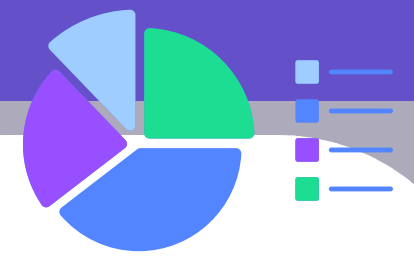


DOES THE AWARENESS ABOUT ANIMAL-DERIVED MATERIALS INFLUENCE OUR BUYING HABITS ?

J.DESINDES, L.RAYET, E.LAGESSE, ML.DEMUYNCK (Students in Licenciatura em ciencias biomedicas) Egas Moniz School of Health and Science, 2829-511 Caparica, Portugal



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

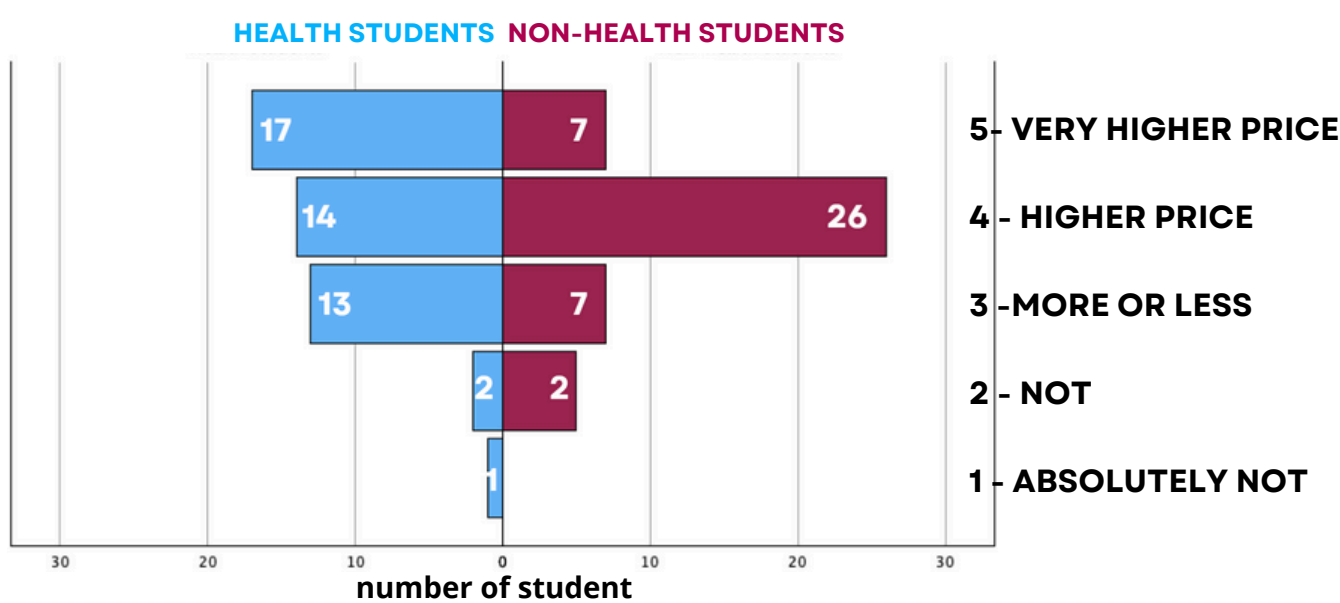
If p value < 0.05 : we reject the null hypothesis and regard the alternative hypothesis

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

3 RESULTS

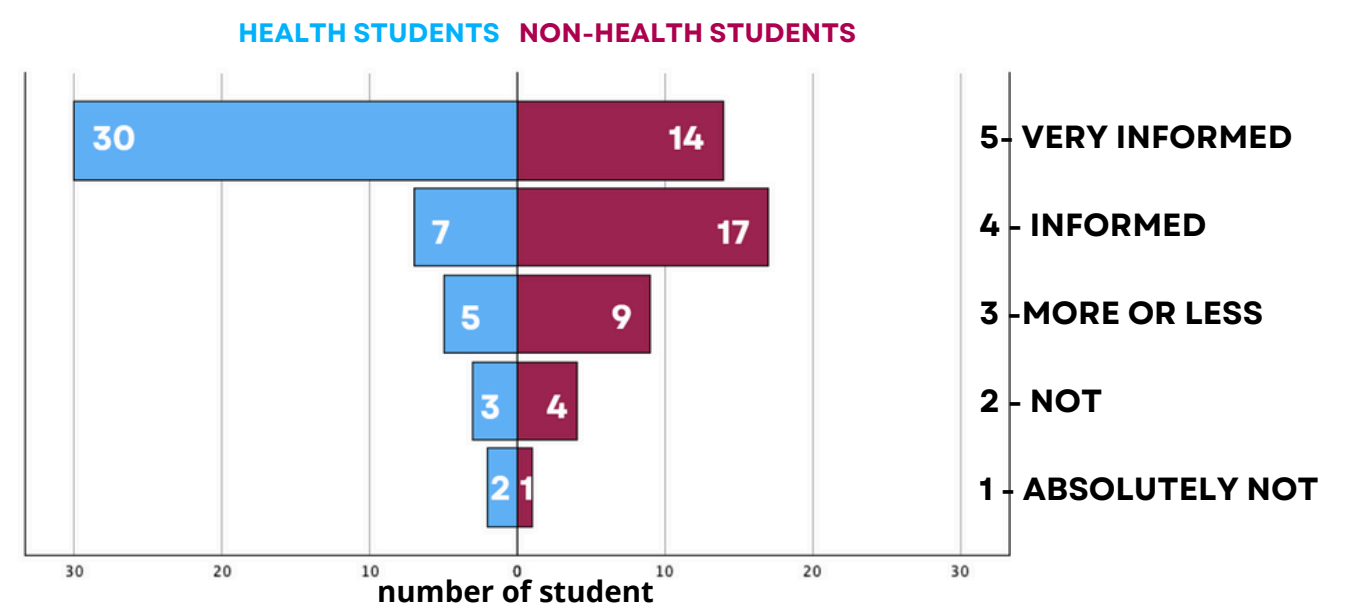
Chi-squared test :

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



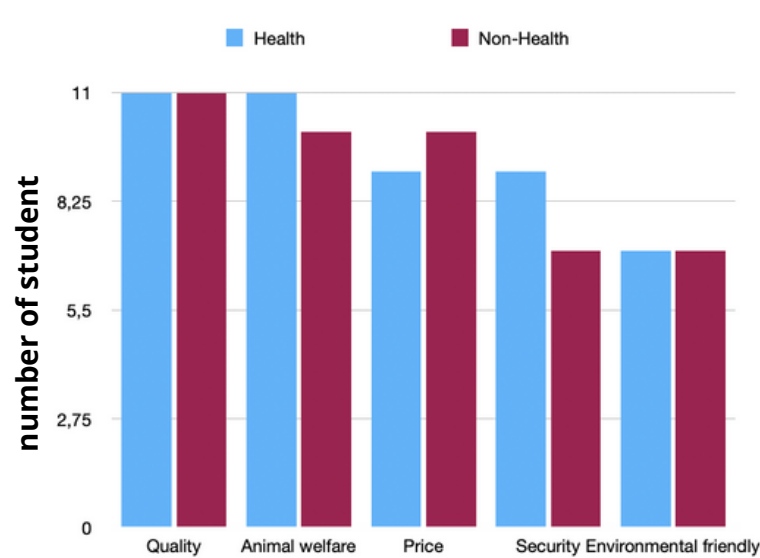
There is more **non-health students** that are willing to pay a higher price for animal derived products **P = 0.012**

WOULD YOU LIKE TO BE MORE INFORMED ABOUT CLOTHES MANUFACTURING ?



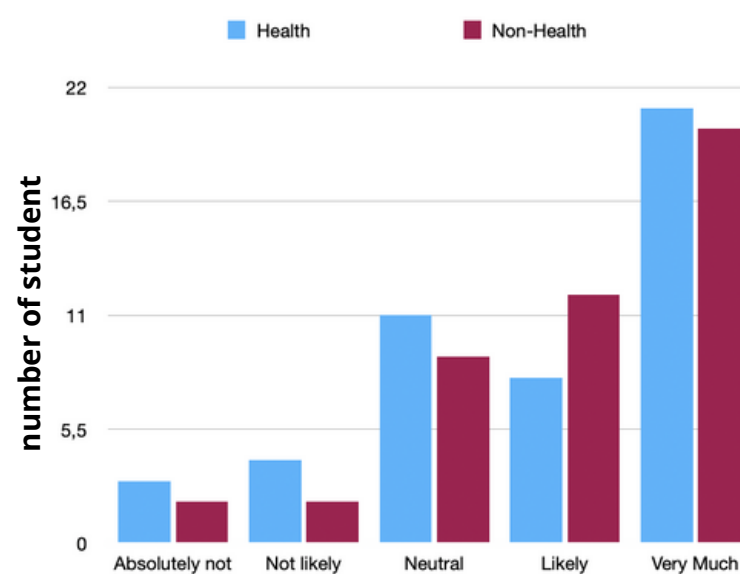
There is more **health students** who want to be more informed about clothes manufacturing **P = 0.013**

CRITERIAS RANKED BY IMPORTANCE WHEN BUYING ANIMAL-DERIVED PRODUCTS



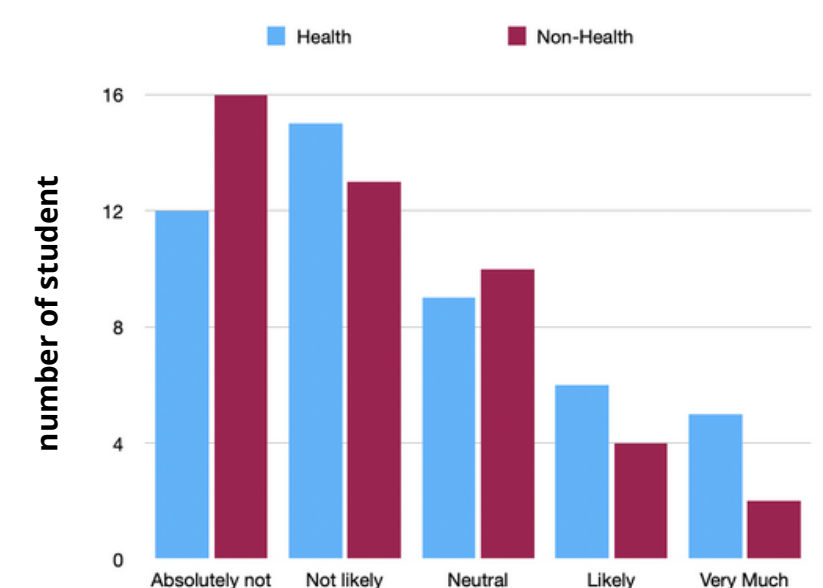
For Both **health students** and **non-health students**: the quality and the animal welfare are the most important criterias. The environmental friendly criteria is the least important for both.

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.

The result are not significant for the three last graphs

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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