

To optimize the benefits of XR advertising, advertisers should focus on creating high-quality, relevant XR experiences that allow for personalization and meaningful interaction with the content. The study provides valuable insights into the factors influencing the effectiveness of XR advertising and offers guidance to advertisers seeking to leverage this technology for their advertising objectives.

It is important to acknowledge that XR advertising is still a relatively new and evolving field, and there is much to be learned about the most effective strategies and practices. Therefore, future research should continue to explore the impact of XR technology on advertising, considering additional factors such as emotions and sensory experiences. Additionally, studying how these factors interact with demographic and psychographic variables will further refine our understanding of XR's impact on advertising.

As XR technology advances and gains wider adoption, it is expected to play an increasingly significant role in the future of advertising. Advertisers must stay informed about the latest developments and best practices in this rapidly evolving field to effectively utilize XR technology and achieve their advertising goals.

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### FLEXITARIANISM: RESEARCH ON EATING AND SHOPPING HABITS IN ASIAN AND AFRICAN COUNTRIES

#### Abstract

In the present era of our generation, with the improvement of living standards, the demands of healthy food are growing rapidly among the society. A rising number of individuals are electing to pursue a flexitarian lifestyle. This entails consuming less meat and more fruits, vegetables, grains, and other plant-based foods.

While there are numerous reasons for this, including as health and environmental concerns, one of the most significant is that it can be difficult to locate vegetarian and vegan food alternatives in the supermarket or grocery stores. Although the flexitarian diet is gaining popularity in Western countries, it is still not as prevalent in Asia and Africa. This is probably due to the fact that these regions have traditionally had very different dietary patterns than the west. As a result, the purpose of this article is to gain an understanding of the eating and shopping habits of flexitarians in Asia and Africa. Furthermore it will be possible to draw conclusions regarding the kinds of factors that are most important to flexitarians when it comes to making purchases as a consumer.

**Keywords:** flexitarian, consumer behavior, Asia, Africa, eating habits.

In recent years, the term "flexitarianism" has become increasingly popular in Western countries. Although the concept of consuming predominantly plant-based foods with the occasional addition of meat is not new, the term is relatively new. It was coined by British journalist Dawn Jackson Blatner in the 2000s [1] and popularized by a number of celebrities and prominent figures.

The flexitarian diet consists primarily of plant-based foods, with the occasional addition of meat or other animal products. This diet is viewed by many as a happy medium between a strict vegetarian or vegan diet and a traditional diet that includes meat at every meal. While the flexitarian diet is gaining favor in the West, it is crucial to note that eating primarily plant-based meals is nothing new in Asia and Africa. In many Asian and African cultures, this is the customary method of eating.

The adoption of a flexitarian diet in the Western world is becoming increasingly common for a variety of compelling reasons. To provide just one example, an increasing number of individuals are becoming more conscious of the effect that the production of meat has on the surrounding environment. According to figures provided by the Food and Agricultural Organization of the United Nations (FAO), the sector of the economy devoted to livestock is responsible for 14.5% of the world's total greenhouse gas emissions. This percentage is higher than that of the transportation industry as a whole.

The trend of flexitarianism does not appear to be subsiding. The review of maintaining a flexitarian diet provides a first line of evidence that flexitarian diets may have emerging health benefits in relation to weight loss, metabolic health, and diabetes prevention [2]. Flexitarianism is a lifestyle that involves consuming meat on certain days and adopting a plant-based diet on other days, which may be defined as a food consumption pattern in which meat has not been avoided completely [3], it implies that adopting a flexitarian lifestyle is a flexible one. Others periodically consume less meat and more plants, while other people adhere to a strict flexitarian diet. When describing someone who consumes a flexitarian diet, the adjective "flexitarian" is frequently employed. Basically, adopting a flexivist lifestyle can be accomplished in any way. It is undeniable that more and more people are becoming flexitarians as they realize that being a flexitarian does not require giving up meat entirely; rather, it simply means that consuming vegan food occasionally throughout the week may be good for physical health and helpful to maintain a trim figure.

Rapid urbanization and the resulting changes in lifestyle have led to a rise in the demand for healthy plant-based food products. Plant-based food has been developed as an environmentally beneficial, healthful, and practical way to reduce meat consumption as a result of an increased trend toward healthy living and numerous government initiatives around the world.

In addition, there is accumulating evidence suggesting a plant-based diet is beneficial to health. Several studies have demonstrated that vegetarians and vegans had lower risks of cardiovascular disease, cancer, and obesity than meat eaters. According to the Flexitarian Manifesto, a flexitarian save approximately 60 gallons of water, 365 kilograms of greenhouse gas emissions, and 139 kilograms of protein emissions every year. They also save approximately 1412 litres of oil, 1290 kilograms of fertilizers and 1722 units of electricity annually.

Consumer studies in recent years yield to the overall view that in various high-income countries segments of contemporary food consumers are somehow changing their meat eating behaviour and restricting their intake [2]. However, it seems like that most studies only focused on flexitarians from high-income nations in Europe or North America, even Kerry's study only included individuals from the UK, US, Australia, and Brazil; therefore, it would be necessary to carry out a

second study to determine whether participants from Asia and Africa concur. In my research, 100 participants from various regions and racial backgrounds were interviewed and asked about their thoughts on plant-based meat substitutes in order to confirm Kerry's theory.

A survey consist of 30 questions was being conducted, and it begins with some basic inquiries about the identity of the participant, such as "What is your name?" "How old are you?" "Where are you from?" That will lead to some queries regarding their food habits or purchasing habits after the initial inquiry, which will be "Are you a student or are you currently working?" It is possible to determine whether or not they have a consistent income by knowing their ages as well as whether or not they are actively working.

As a result, when being asked about what the primary factor is when they making a purchase of plant-based food products, 60% of the participants choose the taste over the price. This is because individuals with a stable salary are able to maintain their goods purchases without resorting to budgeting. Hence, individuals are more inclined to prioritize the product's quality and ability to suit their demands over its price. In contrast, students typically have limited funds and are frequently more focused with maximizing their investment. They may have a budgeting difficulty, and as a result, they emphasize cost reductions over product quality. This is why they are attracted to price-related aspects such as discounts and sales. In general, it is essential to keep in mind that individuals have distinct preferences and that a one-size-fits-all approach may not be beneficial when interacting with people from various backgrounds. Hence, if organizations and enterprises wish to target specific groups, such as students, they should acknowledge their restricted finances and concentrate on offering discounts and deals to attract their attention.

For flexitarians, their typical meal and the one thing that must always be on their shopping list, the majority of individuals believe that "bread," "eggs," and "milk" are the three foods that are the most essential to their day-to-day existence. Although bread is not considered to be a traditional cuisine in Asian or African cultures, many flexitarians choose to eat it on a regular basis owing to its convenience and the fact that it is an excellent choice for breakfast. Eggs and dairy products, particularly milk, are considered to be two of the most essential food groups for flexitarians due to the fact that these foods are rich in protein and other essential elements. Also, it can be understand as since meat products are not a need in their daily diet, eggs and milk are the protein-rich foods they consume every day.

Moreover, based on their replies to the question of whether they create a shopping list or have a budget in mind before to grocery shopping, it appears that the majority of persons genuinely feel that doing so is essential. The chore of going grocery shopping may be challenging for a lot of people. When there are deals and sales involved, it is simple to spend more than necessary. In this research, 80% of the participants admit that they usually would have a grocery shopping list and the budge in mind before doing grocery shopping, which can explain more why they did not think discount is the primary factor while purchasing a food product. This is the case for a number different reasons, and here are some of them: First, people who go grocery shopping armed with a list of items they need and a budget are more likely to be conscious of the money they are spending. They are less likely to go over their budget since they are aware of how much money they have available. Second, those who are more likely to be organized have a shopping list and a budget for when they go food shopping. They are more likely to stick to the items on their list and less likely to make purchases on whim. Last but not least, those who go food shopping with a list and a set budget are often more self-disciplined. They are less inclined to succumb to temptation when presented with deals and sales because of this.

Due to the survey were being done by flexitarian from Asia and Africa, there are some significant distinctions between the diets of flexitarians in Asia and Africa. A multitude of variables, including environment, culture, and religion, can explain the differences between Asian and African eating habits. Asians are more inclined than their African counterparts to consume smaller portions. This is partially attributable to the fact that many Asians have naturally lower body weights and hence require less food to maintain their weight. In addition, Asians tend to place a greater emphasis on fresh, seasonal meals and thus consume more fruits and vegetables than the average African. Another

distinction between the two groups is their relationship to meat. In general, Africans consume more meat than Asians, and the quality of their meat is generally superior. This is partially owing to the fact that many African tribes traditionally hunted and harvested their own food, resulting in a greater protein consumption than the majority of Asians. Also, the preparation of meat differs significantly between the two cultures. Typically, in Africa, meat is slow cooked over an open fire to preserve its nutrients. In Asia, meat is frequently stir-fried or grilled, which might reduce the nutritional value.

Then again, there are a variety of reasons why individuals may choose for a flexitarian diet. While the cattle business is a significant contributor to greenhouse gas emissions, it offers a means for some to lessen their environmental effect. For others, the flexitarian diet is a means to lessen their animal cruelty footprint, as fewer animals must be reared and slaughtered for food. Some individuals feel better on a flexitarian diet because they consume more plant-based meals, which are usually more nutrient-dense than animal-based foods. The flexitarian diet is gaining popularity in Asia as people become more conscious of the environmental and ethical implications of the meat industry. Many individuals in Asia choose a flexitarian diet in order to lessen their carbon impact and cruelty to animals. However, individuals in Africa are increasingly adopting a flexitarian diet for health reasons. To decrease the pressure on animal husbandry and food production, governments are urging citizens to consume less meat. In 2017, for instance, the South African government enacted a flexitarian legislation in response to its population's increasing health concerns. The legislation urges individuals to embrace better lifestyles by consuming less meat. Government health initiatives urge consumers to minimize their meat consumption by substituting other diets.

Unlike flexitarians, when it comes to their willingness to buy innovative plant-based foods, vegetarians and omnivores vary significantly from one another. The most frequently given responses were "very high" and "high" for vegans, while "somewhat" and "moderate" were frequently given responses for omnivores. Although vegetarians are more likely to buy novel plant-based foods, omnivores' willingness to do so is not completely unfavorable.

Research on consumer attitudes toward plant-based diets has been largely conducted in Western developed countries due to concerns among scientists about the high per capita meat consumption resulting from Western meat-rich dietary patterns and the still poor understanding of consumer behavior in favor of plant-based diets. However, plant-based diets are more common in Asian and African developing countries, with different eating habits and consumption patterns than Western countries, but due to the large population base, it is experiencing consistent high growth in meat demand.

In general, both the Asian and African diets consist mostly of rice, noodles, bread, fruits, and vegetables. Protein, calcium, iron, vitamins, and antioxidants are abundant in both locations. Although many individuals criticize the eating practices of Asian nations, the African cuisine is rarely criticized. The staple foods in both regions are grains and fruits and vegetables high in protein. And the key to maintaining a flexitarian diet as a flexitarian in Asian and African countries is that the local cuisine can be prepared without animal products in the majority of cases, and the demand for plant-based meat is smaller than in Western countries. Even though, flexitarians' beliefs regarding the nutritional adequacy of meat-free diets are stronger relative to those of unrestricted omnivores, but weaker relative to those of vegetarians and vegans [4]. In the end of the research, more than 80% of the participants reveal that the people around them actually consider they have a flexible but healthy eating habits which made it easier to stick to this certain diet no matter in Asia or in Africa.

The rising of veganism or flexitarianism does not just appear out of nowhere, there are a list of external and internal reasons why people would choose to be vegan or flexitarian, the top reason is mostly because of health awareness which would motivate people to consume less meat or not consume meat products at all. The second reason is more about external factors, such as animal welfare and environmental concerns. The last but not the least, the transformation of promotional strategies has successfully changed the perspectives of the public about how vegan or vegetarian food products should really be identified.

However, there may still be some challenges for flexitarians in Asia and Africa in terms of social and physical contexts, nutritional information, cooking abilities, recipe inspiration, or recipes.

Flexitarians may be better able to cut back on their meat consumption if they have understanding of the nutritional requirements for protein and its satiating qualities. There may be a benefit to targeting older, less educated men who live in rural regions with campaigns to encourage plant-based eating habits.

Overall, keeping a varied and adaptable diet is beneficial to one's health and lowers one's influence on the environment. In addition, decreasing one's consumption of meat helps to lessen the suffering of animals and improves one's ability to preserve the natural world and its resources. In order to ensure the long-term viability of our planet, it is imperative that animals be treated with the utmost care. Since it has been demonstrated that a more plant-based diet has a lower environmental impact than the animal-based diet typically chosen, the desire to live in a healthier, more sustainable environment can help people adopt and maintain a vegetarian diet. People who care about the ecology and sustainability are more apt to feel good about altruism attained through a vegetarian diet. Being able to preserve the environment and make a difference in the world can give life purpose, which may have a positive effect on dietary compliance and quality of life.

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## **ФЛЕКСИТАРИЗМ: ИССЛЕДОВАНИЕ ПИЩЕВЫХ И ПОКУПочНЫХ ПРИВЫЧЕК В АЗИАТСКИХ И АФРИКАНСКИХ СТРАНАХ**

### **Аннотация**

В нынешнюю эпоху нашего поколения, с повышением уровня жизни, потребности общества в здоровом питании быстро растут. Все больше людей выбирают флекситарный образ жизни. Это влечет за собой потребление меньшего количества мяса и большего количества фруктов, овощей, зерновых и других растительных продуктов. Хотя для этого есть множество причин, в том числе проблемы со здоровьем и окружающей средой, одна из наиболее важных заключается в том, что может быть трудно найти альтернативу вегетарианской и веганской пище в супермаркете или продуктовых магазинах. Хотя флекситарная диета набирает популярность в западных странах, она все еще не так распространена в Азии и Африке. Вероятно, это связано с тем, что в этих регионах традиционно были очень разные модели питания, чем на западе. В результате цель этой статьи – получить представление о привычках флекситарянцев в еде и покупках в Азии и Африке. Кроме того, можно будет сделать выводы о том, какие факторы наиболее важны для флекситарянцев, когда дело доходит до совершения покупок в качестве потребителя.

**Ключевые слова:** флекситарянство, потребительское поведение, Азия, Африка, пищевые привычки.

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## **THE ROLE OF CORPORATE ETHICS IN ENTREPRENEURSHIP**

### **Abstract**

This article describes the elements of corporate ethics that have a direct impact on entrepreneurial activity. Its plays an important role in building an actively developing business. Knowledge and proper use of