

Ready to act and app for sustainable food behaviours? A study of the attitudes of Polish consumers

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Abstract

The aim of this paper was to identify the relationship between the stage of change (SOC) regarding the sustainable eating behaviours of consumers and their intention to use mobile applications to assist them in this change. More than a half of the respondents have decided to change their eating behaviour, but they either delay taking real action on it, or are implementing it with some difficulty. They are also the ones most interested in using nutrition mobile apps. The majority of the respondents declaring they regularly used nutrition mobile apps had already implemented or were in the process of making changes. In contrast, those who used such apps occasionally or not at all were relatively more likely to say they were not ready yet to make changes. Nutrition mobile apps should facilitate consumers' daily activities so as not to discourage them from making further efforts to move to a sustainable diet.

Keywords: *sustainability; food ; mobile applications*