

Eco-labeled food products: The relationships between sustainable consumption and consumer confidence

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Abstract

The aim of this research is to develop a structural model that describes the relationships between sustainable consumption, consumer confidence and eco-labels for food products. It makes an explanatory contribution to the relationships founded on hypothesis testing. A sample of 302 consumer responses was obtained and analysed using Structural Equation Modelling. From a theoretical perspective, it validates eco-labels both from an ecolabel consideration and ecolabel choice, showing that ecolabels mediate the relationships between consumer competency, consumer self-reliance and sustainable consumption. By exploring ecolabels and empirically testing them to a set of consumers, the research contributes to showing the significance and relative importance eco-labels can bring in sustainable consumption. A better understanding of the impact of these contextual variables on eco-labels towards sustainable consumption contributes to both theory and practice.

Keywords: *Ecolabels; consumer self-confidence; sustainable consumption*

Track: Consumer Behaviour