

‘What do food and sustainability mean to you?’: an exploration of environmental food behaviours in the home.

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Acknowledgements:

This paper is part of the PLATEFORMS project, part of the European transnational ERA-NET SUSFOOD2 initiative, funded in Ireland by the Department of Agriculture, Food and the Marine.

Cite as:

Moran Chris, McCarthy Professor Mary, O'Neill Claire (2022), ‘What do food and sustainability mean to you?’: an exploration of environmental food behaviours in the home.. *Proceedings of the European Marketing Academy*, 51st, (107546)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



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## **Abstract**

Pro-environmental behaviour change has been highlighted as a central component in efforts to minimise environmental degradation and operate within planetary boundaries. Food consumption has been pinpointed as one of the cornerstones of transitioning to a more sustainable planet. This study implemented a qualitative methodological approach and draws on a dataset of 42 in-depth semi structured interviews concerned with environmental food behaviours. The aim of this paper is to explore and gain a better understanding of whether, and how, the meanings that consumers attach to food and to sustainability in general influence their environmental food behaviours. The data collected suggest that interviewees can be distinguished based on the extent to which their food choices are motivated by private/ individual goals or public/ pro-environmental goals. Findings and recommendations will therefore be consequence for academia, industry practitioners and policymakers.

**Keywords:** *Food; Consumption; Sustainability*

**Track:** Transformative Consumer Research