

The less I know, the better? The impact of labeling private-label brands as climate-neutral

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Abstract

Climate change and associated consequences for humans are important contemporary issues. This is driven by greenhouse gas emissions, mainly caused by human consumption and production patterns. Climate labels on food products, such as climate neutrality labels, are one possible approach to drive sustainable consumption patterns, aiming at offering consumers more transparency regarding the climate impact of their food choices. Against this background, this study applies Signaling Theory to examine their influence on purchase intention, perceived quality, and corporate credibility by using an online experiment with a between-subject design. Furthermore, it examines the influence of the perceived sustainability of a food retailer. Overall, the study results show that consumers perceive a food retailer as less credible if a climate neutrality label is presented on a private-label product. This effect is weaker for consumers with a higher consciousness for sustainable consumption.

Subject Areas: *Branding, Consumer Behaviour, Decision-Making, Information Processing*

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