

The role of emotions in pro-environmental food consumption

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Abstract:

Concern for environmental conservation has become increasingly prominent in the consumer's mind. However, the literature on pro-environmental behaviour reveals a gap between attitude and actual purchasing behaviour. This study aims to analyse the effect of positive and negative consumer emotions throughout the purchase process: on attitude, intention and actual behaviour. To this end, a CAWI study was carried out in different European countries (Portugal, France, Greece, Italy and Spain), obtaining a total of 4,000 valid responses, analysed using the quantitative technique of structural equations. The results highlight the importance of positive emotions in attitude formation, as they show the most significant and strongest relationship. On the other hand, negative emotions are of greater importance in the formation of intention and actual behaviour, although it is necessary to pay attention to the indirect effects of positive emotions on these behavioural variables.

Keywords: Pro-environmental consumer behaviour, Foods, Emotions

Track: Consumer behaviour