

Equity Sensitivity, Self-Determination, and Sustainable Behaviors: A Motivational Approach to Food Consumption

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Abstract

To provide new insights into sustainable food behavior, this research analyzes how different types of motivation will motivate different types of consumers toward sustainable food behavior. We apply both equity sensitivity theory and self-determination theory in conducting two quantitative studies that analyze consumer sustainable food behavior. The findings reveal that, for Benevolent consumers, there is no direct effect or indirect effect towards the two dimensions of sustainable food behavior through any type of motivation. For Equity sensitive consumers, they will be motivated by integrated motivation to engage in two dimensions of sustainable food behavior, while for Entitled consumers, they do not have any indirect or direct effect towards sustainable food choice, but there is a direct effect towards food curtailment behavior. These findings add to research on sustainable food behavior and have crucial implications for policy makers seeking to craft appropriate regulations and for marketers seeking to communicate the value proposition of sustainable food behavior. The study also has policy implications for fighting food waste and enhancing sustainable lifestyles.

Track: Consumer Behaviour