

How to measure perceived importance of food sustainability: A systematic literature review and scale development

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Abstract

Despite the growing body of (marketing) research addressing consumer sustainability in the food sector, extant scales rely on different definitions, vary in their conceptual scope, and frequently employ only selected sustainability criteria. However, valid and reliable measures are key not only to produce comparable research results but also to inform policymakers and practitioners in their actions. Against this background, we systematically review existing scales to provide a refined conceptual understanding of them. Based on the obtained insights, we further develop a novel consumer-centered measure that considers ecological, social and economic sustainability as well as animal welfare and personal health. This new scale is subsequently empirically validated in five European countries. Thus, our paper intends to contribute by advancing the measurement of consumer-focused sustainability considerations within the food context.

Track: Social Responsibility & Ethics