

Towards sustainable food consumption: A dual-mediation relational model

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Abstract

Reducing the consumption of animal-based food is essential to meet global environmental targets. Marketers seek help on how to grow their share of plant-based products. Yet how sustainability-related and product-related attributes combine in shaping consumer choices remains unclear. Building on construal level theory and using a category-relationship approach, we propose that attributes influence behavior via both satisfaction and trust, with sustainability-related attributes predominantly mediated by trust, while satisfaction remains a relevant mediator for product-related attributes. The model is estimated in the vegan category using qualitative touchpoint data and a repeated survey design. Broadly supporting the conceptual model, the results provide a novel explanation for the sustainability attitude-behavior gap, as consumption behavior relies on satisfaction as well as trust, reducing the impact of sustainability-related attitudes such as environmental impact and animal welfare.

Track: Social Responsibility & Ethics