

# SUSTAINABLE FOOD CONSUMPTION: THE ROLE OF GREEN SELF-IDENTITY AND SELF-CONGRUITY

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## Acknowledgements:

This project has received funding from the Research Council of Lithuania (LMTLT), agreement No. [S-MIP-20-10].

## Cite as:

Gravelines Žaneta, Banytė Jūratė, Gadeikiene Agne, Dovaliene Aiste (2022), SUSTAINABLE FOOD CONSUMPTION: THE ROLE OF GREEN SELF-IDENTITY AND SELF-CONGRUITY. *Proceedings of the European Marketing Academy*, 50th, (111767)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



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## **Abstract**

The aim of this paper is to explore the role of green self-identity and self-congruity with green products in predicting consumers' sustainable food consumption behavior. Previous research allows suggesting that there is a relationship between individuals' self-identity and the consumption of products. However, when it comes to the realm of sustainable food consumption, those relations are not unambiguous. This study employs survey with a sample of 837 respondents. The findings confirm that green self-identity and self-congruity positively influence subsequent sustainable food consumption behavior both directly and indirectly. The implications of this study can be used to better understand green consumer behavior and provide useful information to marketers and policy makers by suggesting that promotion of sustainable food consumption behavior should highlight not only functional but symbolic benefits as well.

**Keywords:** *sustainable food consumption, green self-identity, self-congruity*