

# Changes in consumers' green grocery purchase as a consequence of high inflation

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## **Abstract**

This study explores changes in consumers' grocery purchases due to high inflation. Using a self-administrated online survey (N=663), we focus on three generations: X, Y, and Z. Findings show that inflation has an impact on household family finance, and consumers tend to shop more at discount stores. Findings suggest that differences exist in green grocery purchases among generational cohorts. Generation Z tends to spend less on green groceries than Generation X and Y. Consumers associated mostly "less plastic" and "reduced food waste" with green groceries. Supermarkets are better at providing green groceries as compared to discount stores. Consumers will likely buy more green groceries if inflation becomes "normal" again, but the purchase intention does not vary between generational cohorts. These findings provide a nuanced understanding of consumer behavior toward green groceries and help retailing stores design tailored marketing programs for green groceries.

**Keywords:** *green grocery purchase, inflation, sustainable behavior*