

Exploring Danish consumers' green grocery buying: The role of inflation and rising price level.

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Abstract

This study investigates factors that influence Danish consumers green grocery buying. Of special interest is to test the influence of consumers' concern about inflation and rising price on green grocery buying. We suggest an extended version of the theory of planned behaviour and propose twelve hypotheses. To test the model, data from 741 Danish grocery buyers was collected through an online survey using self-administrated questionnaires. Our result suggests that consumers' attitudes towards green grocery buying are higher than their actual behaviour. Although inflation negatively influences behaviour, attitudes have a stronger influence on green behaviour than concern about inflation.

Keywords: *green grocery buying, theory of planned behaviour, inflation*