

Improving Companies' Sustainable Marketing Mix by Understanding the Antecedents of Consumers' Sustainable Food Purchase Behaviour

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Abstract

This study advances research on sustainable food consumption and marketing strategies by investigating and empirically validating various factors influencing sustainable purchase behaviour. We identify multiple antecedents of sustainable purchase behaviour, which are modifiable through companies' marketing mix. The study involved a representative sample of 632 consumers. Utilizing Structural Equation Modelling (SEM), our analysis reveals that seven out of ten examined antecedents – including quality, packaging, price sensitivity, availability, effort, information availability, and labelling – emerge as significant predictors of sustainable food purchase behaviour.

Subject Areas: *Consumer Behavior; Decision-Making; Marketing Strategy*