

# What Impacts Sustainable Purchases in Uncertain Times? A Longitudinal Empirical Investigation

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## **Abstract**

According to the United Nations, one of the most significant challenges facing our society is to balance environmental sustainability with economic growth and welfare. In today's "multi-crises era", the push towards more sustainable consumption has become under serious threat by pandemics, economic crises, and wars. Consequently, there is a pressing need for research that explores the potential impact of crises on sustainable consumption. Against this background, we examine the effects of soaring inflation rates and COVID-19 on sustainable consumption. We integrate household panel data from 12,010 households over 8 years with Google Trends data as a measure of perceived crisis severity. Our findings show that while inflation, the pandemic, and individual attitudes significantly shape consumers sustainable purchase behavior, consumer habits have a considerably greater impact.

**Subject Areas:** *Consumer Behavior; Market Analysis and Response; Product Management; Retailing*