

Promoting sustainable food consumption through interventions - consumer perspective

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Abstract

In order to avoid a climate catastrophe, a radical change in food consumption behaviour is needed, which can be achieved through systemic interventions adapted to the stage of change in consumer attitudes. The aim of the study was to identify the relationship between the acceptance of interventions and consumer attitudes towards the manifestations of sustainable consumption and the adoption of modern technologies. The segmentation results provide several insights that can help shape future interventions to accelerate the pace of change towards sustainable behaviour. The research on a sample of 600 respondents revealed specific patterns of response to interventions, depending on the intervention category and socio-demographic profile. However, the stage of behaviour change the consumer is at plays a key role.

Subject Areas: *Attitude; Consumer Behavior*