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Velkommen til den otteogtredivte udgave af 'Nyhedsbrevet om Forbrugeradfærd'.

**Tema**

**Bæredygtighed**



## Invitation to seminar on Sustainability

World societies and citizens face an overwhelming amount of societal and environmental challenges, including sustainability, globalisation, digitalisation, individual mental challenges, and increased perceived market complexity, among many others.

In the coming years, the Department of Marketing, CBS will be organizing and hosting a series of seminars that addresses and discusses such challenges.

The seminars (which are conducted in English) are intended to be broad-based, where views from different actors in society can meet, and where we can mutually inspire each other.

The first seminar will be on 'Sustainability' and will be held on Thursday 9 March, 2023 from 15.30-18.00 at CBS.

The seminar will feature speakers from Novo Nordisk, Coop, Forbrugerrådet TÆNK, and CBS researchers. The seminar will conclude with a moderated panel debate.

Read program and register your participation here:

<https://cbs.nemilmeld.dk/601/>

## How the interplay between consumer motivations and values influences organic food identity and behaviour

By

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### *Introduction*

Consumer preferences for organic foods are of interest to food marketers and food policymakers for a variety of reasons, including (a) the use of environmentally sustainable techniques in the production of organic foods, which may have a positive impact on ecological systems and bio-diversity, and (b) the existence of links between organic food behaviour and value elements such as fairness and human health (e.g., Padel et al., 2009; De Marchi et al., 2016).

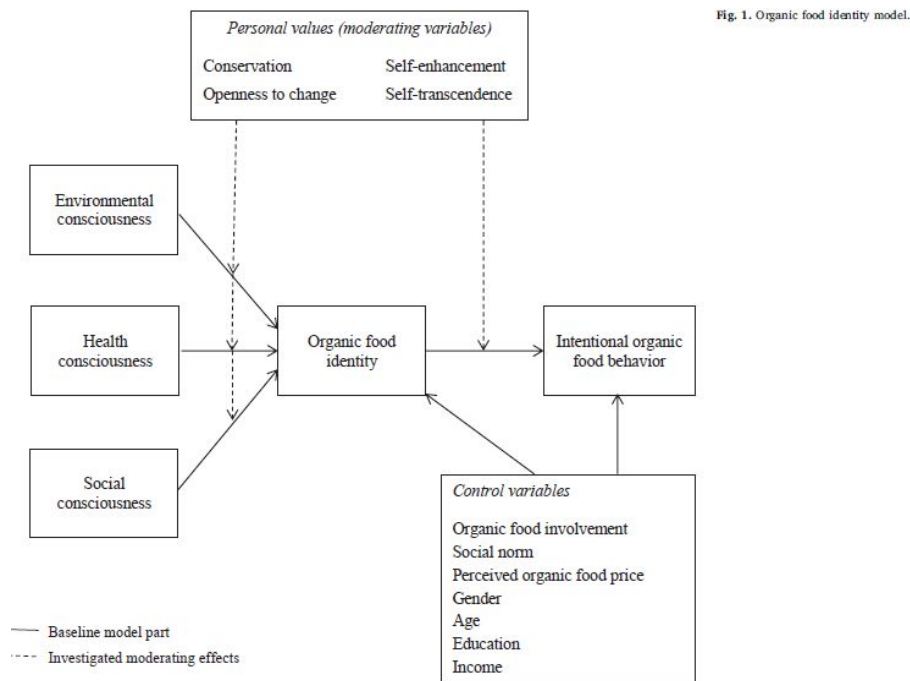
Consumers may purchase and consume organic food for a variety of reasons, including health, taste, animal welfare, environmental consequences, personal values and trust, and identities and motivations, among others. However, despite the fact that motivations and personal values are important predictors of pro-environmental and organic food behaviour

(e.g., De Pelsmacker et al., 2016), and the literature has suggested investigating relationships between articulated value orientations and consumer behaviour (De Maya et al., 2011), the relationships between motivations, values, identity, and consumer organic food behaviour still remain poorly understood. To what extent, for example, do consumers' organic food choices reflect intuitive and consistent relationships between their own motivations, values, and food identity?

*The study*

We have developed a baseline model ('the food identity model') (Figure 1) specifying expected relationships between consumer motivations (health, environmental, and social consciousness), organic food identity, and organic food behaviour.

Based on an online survey of 1176 Danish food consumers, we investigate whether these relationships are influenced by different levels of personal values (self-transcendence, openness to change, self-enhancement, and conservation).



*Findings and implications*

We find that health consciousness has a higher positive influence on organic food identity with higher levels of all four investigated personal values. When openness to change is low, health consciousness has a positive effect on intentional organic food behaviour through organic food identity,

whereas social consciousness has a negative effect on intentional organic food behaviour through organic food identity.

Our findings suggest that food authorities, food producers, and retailers can address and segment organic food consumers based on their motivations and values. For starters, they can capitalize on the positive influence of health consciousness on organic food identity. Food authorities and others may seek to increase consumer health consciousness by emphasizing that 'you are what you eat' and emphasizing that organic food may make consumers feel better about their health. Creating this link may be especially effective for customers who have higher levels of one or more of the four investigated personal values.

In addition, food authorities and marketers also have the opportunity of dealing with the negative relationship between social consciousness and organic food behaviour. When promoting a more positive organic food identity among consumers it should be avoided placing them as dependent and social individuals as this would relate to the social consciousness motive. It was also found that social norms were positively related to intentional organic food behaviour. Social learning theory (Bandura, 1977) posits that social norms, which include shared perceptions of reasonable food behaviour, can be altered over time. This implies that organic food campaigns should not only be conducted with regards to the end users as the target group but should also take into account relevant others (e.g. relatives and friends) potentially influencing food consumers.

Finally, organic food campaigns may aim at improving organic food involvement in order to positively influence both organic food identity and intentional organic food behaviour. However, influencing levels of involvement and identity is not easily accomplished and may require a long-term and ambitious effort. Acknowledging this, organic and sustainable food policies often consist of a package of instruments, which may also include more behavioural-oriented initiatives such as nudging consumers toward more organic choices, exposing school children to various sensory and taste experiences, and improving the affordability of organic food products, among others.

### *References*

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*Further reading:* T. Hansen, M.I. Sørensen, and M-L.R. Eriksen (2018), How the interplay between consumer motivations and values influences organic food identity and behavior, *Food Policy*, 74, 39-52.

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## **Consumer food sustainability before and during the COVID-19 crisis**

By

*Professor Torben Hansen, CBS*

### *Introduction*

Consumer food sustainability is one of the world's major challenges. Consumer food consumption and production account for roughly one-third of the environmental impact of households. Sustainable consumer food policies cannot be pursued without active participation and understanding of consumer food sustainability issues, which include both consumer internal factors like sustainable shopping, consumer sustainability consciousness, sustainable food consumption and waste, and external factors like demand for sustainable production methods and sustainable selling methods. As a result, the question of why and how consumer food sustainability issues are placed on the public agenda is of great interest to both marketers and food policymakers.

Based on media agenda setting theory and media framing theory, this study examines how relationships between consumer food sustainability-related frames appear in the media. The findings of the study point to a number of significant relationships between frame contents (i.e., aspects of seeming reality to augment their salience) and implications (i.e., the proposed specific treatment recommendations) as well as the moderating effects of the COVID-19 crisis on a number of these relationships. The findings help to understand how public opinion about food sustainability

evolves and can assist marketers and food policymakers seeking to develop, position, and promote food sustainability.

#### *The study*

It is investigated how the media framed food sustainability issues in 2019 and 2020, with a focus on the COVID-19 crisis. A novel approach to quantitative content analysis, which includes binary coding, optimal scaling, and path analysis, is used to investigate 271 Danish newspaper stories. Of the 271 stories, 129 related to 2019 and 142 to 2020. Furthermore, 197 stories were written by journalists/editors, while 74 stories were submitted by readers (letters to the editor). The average length of the newspaper stories retrieved was 914 words. The shortest story had 167 words, while the longest had 3559. The responses to the 43 questions were coded by two coders, who answered yes (1) or no (1). The primary coder was an expert in consumer research, and the secondary coder was a non-expert knowledgeable about societal issues. Inter-coder reliability was 91%, and reliability on two sub-samples of 40 randomly selected articles was 91% and 93%, demonstrating satisfactory coding robustness. The main coder's content analysis forms the basis of the study's results.

#### *Findings and implications*

The current study suggests that consumer responsibility was positively related to both sustainable shopping behaviour and sustainable consumption and waste. These findings encourage food policymakers and authorities to focus on increasing consumers' sense of responsibility for contributing to long-term societal development. However, marketers and food policymakers should be aware that simply increasing consumer responsibility may backfire by increasing stress levels if not accompanied by initiatives that strengthen consumers' perceived self-efficacy. Such initiatives may include exposing consumers to successful task experiences, providing vicarious experiences of watching others succeed, and encouraging or persuading individuals that they are capable of tackling sustainability tasks. A positive relationship between consumer sustainability consciousness and sustainable education and knowledge was also detected; thereby encouraging food policy makers and authorities to also focus on increasing consumers' sustainability consciousness.

Several significant differences were found between 2019 (before the COVID-19 crisis) and 2020 (during the COVID-19 crisis). For instance, while the relationship between stakeholders' responsibility (i.e., the responsibility assigned to companies, authorities and others) and 'providing sustainable information' was negative for 2019, there was no significance for the 2020 relationship. Similarly, the relationship between

stakeholders' responsibility and sustainable food shopping behaviour was (marginally) negative for 2019 and non-significant for 2020.

Ultimately, the results indicate that during the COVID-19 crisis societal stakeholders are no longer 'excused' from engaging in societal issues such as sustainable information and shopping behaviour. This result brings new arguments to food policy makers seeking to convince food companies that it is in their interest to develop sustainable business practices; as they may otherwise not be in line with public opinion.

*Further reading:* T. Hansen (2022), How the interplay between consumer motivations and values influences organic food identity and behavior, Food Policy, 107, 12 pages.

## YDERLIGERE OPLYSNINGER

*Tidligere numre af Nyhedsbrevet kan ses her:*  
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