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ABSTRACTS

*Regional Innovation
Ecosystems and
Sustainable Development*



Title

31st APDR Congress – Regional Innovation Ecosystems and Sustainable Development: Abstracts

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ECO-LABELLING FOOD PRODUCTS AS AN INTEGRAL PART OF THE
TRANSITION TO A SUSTAINABLE FOOD SYSTEM

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Abstract

Purpose | The eco-labelling of food products is an integral part of the transition to a sustainable food system, as it allows consumers to make informed, healthier and more sustainable choices. It reinforces the reputation of companies, showing that they are socially responsible and concerned about environmental issues. The aim of this study is to identify the determinants of the purchase of eco-labelled food products in the Portuguese context.

Methodology/Approach | An online questionnaire was carried out among the Portuguese population over 18 years old. Data analysis techniques including descriptive analyses, parametric and non-parametric tests, linear correlation and regression analysis were applied.

Expected Results | We expect to identify a positive correlation between consumers' attention to companies' Green Marketing communication and green purchasing behaviour, as well to obtain a positive correlation between the Communicated Socio-environmental Use (CSU) of the producer's declared commitment and green purchasing behaviour. These results are valuable for companies' managers to develop and evaluate specific communication and marketing actions to the markets, taking into account current consumer preferences.

Keywords | Green Marketing Communication, Green Buying Behaviour, Ecolabelled Food Products, Communicated Socio-Environmental Use.