

FACTORS INFLUENCING CONSUMERS' ENVIRONMENTALLY SUSTAINABLE FOOD CONSUMPTION IN BANGALORE

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Abstract: The challenge of convincing people to change their eating habits toward more environmentally sustainable food consumption (ESFC) patterns is becoming increasingly pressing. Food preferences, choices and eating habits are notoriously hard to change as they are a central aspect of people's lifestyles and their socio-cultural environment. The main objective of the study is to explore the Factors influencing Consumers' Environmentally Sustainable Food Consumption in Bangalore. Cluster sampling was adopted for the purpose. Bangalore City was chosen as major study area. This region was divided into 4 clusters being north, south, east, west. A total of 892 consumers having a habit of consuming environmentally sustainable food products as study population. The data has been collected through issuing structured questionnaire. Regression analysis was used as statistical tool. It is found that, the unique contribution of the variables such as eating habits, followed by leading quality of life, environmental concern, consumer knowledge, consumer lifestyle, importance to local food and human health, product freshness, plant-based diet, nutrition, product taste, signal of social status, influence of reference groups in predicting environmentally sustainable food consumption by consumers in Bangalore city. It is also found that, the unique contribution of the variables such as company marketing strategies, followed by product price, availability of products, quality of the product, advertising appeal, government encouragement for the companies and companies environmental concern, social concern, promoting sustainable food products in predicting environmentally sustainable food consumption by consumers in Bangalore city.

Keywords: Consumers' Environment, Sustainable, Food, Consumption, Bangalore

INTRODUCTION

Many people already hold positive attitudes toward sustainable food, but the notable gap between favorable attitudes and actual purchase and consumption of more sustainable food products remains to be bridged Phipps, M., (2012). Environmentally Sustainable Food Consumption (ESFC) can be defined as the use of food products "that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations" Yang, S.; Li, L (2018). Major examples of ESFC include increasing consumption of plant-based or insect-based foods, while decreasing meat consumption and opting for seasonal products. In some but not all instances, buying locally produced and/or sustainably produced food may also be more environmentally sustainable. Consumer plays an essential role in the food consumption and its behavior places a twofold environmental burden on the ecosystem Schrader, U. (2011). The growing threat to the environment demands the adoption of sustainable consumption practices. Understanding and developing the correct strategy to sustainable consumption requires an understanding of

the end customer. This is because consumer knowledge, choices, behaviors, and lifestyles, as well as consumption decisions, all affect the strategy to be taken in order to achieve sustainable development, which is one of the most significant accords to emerge in the previous decade Testa, F.; Pretner, G (2020). Food preferences, choices and habits occupy a central role in human cultures and food consumption goes far beyond its functional role as a means to survive. Food habits are notoriously hard to change as they are a central aspect of people's lifestyles and their socio- cultural environment. Food choices are also subject to marketing efforts of food companies that have caused changes in dietary norms, in food and drink category preferences (at population level) and in the cultural values underpinning food behaviors Liu, Y.; Qu, Y.; Lei, Z (2017). The complexity of food related decisions makes them susceptible to a wide range of social, cognitive, affective, and environmental influences. In sum, efforts to promote ESFC compete with other contextual influences on people's food choices. Against this backdrop, it is hardly surprising that many consumers express environmental concern but do not consistently act on it Jackson, T. (2014). That is, consumer attitudes toward environmental sustainability is mainly positive, but there is a notable gap between favorable attitudes and actual purchase of sustainable food products, i.e., the attitude-behavior gap. In recent years, the increasing consumer concern towards food safety, environmental sustainability, and social justice issues have stimulated new consumption practices more oriented towards social, economic, and environmental sustainability Roman, T.; Bostan, I (2015). This includes the growing consumers' preference towards sustainable food, local food, and other sustainable food and beverage consumption as well as the spread of alternative distribution chains, which emphasize the importance of local food production. Relatively to sustainable consumption, which represents one of the main production examples of sustainable consumption practices, (Kadic-Magljalic, S 2019) emphasized, the growing consumers' interest in sustainable food products are not only due to their desire to protect the environment or sustain rural areas, but the perceived positive impact on human health of sustainable food consumption has been shown as the main driver of consumer preferences for sustainable extra-virgin olive oil. The preference for health attribute has also been highlighted by (Epstein, M.J 2014), In addition, (Quoquab, F.; Mohammad, J (2019) showed that the trend towards the preference for the health attribute also involved the consumer's convenient orientation and is not linked only to green products. In particular, the authors also found that the category of ready-to-eat products, especially fresh-cut fruits, is affected by health-conscious consumers. The importance of a product's health attribute as an important driver of sustainable consumption practices among consumers was also highlighted (Tanner, C 2003), who highlighted that consumers' interest in a plant-based diet is driven by the perception that these products promote good health, while also being environmentally friendly. Furthermore, in their study, they highlighted that the trend towards a plant based diet is also sustained by ethical reasons, as declared by the growing number of vegan consumers in their sample (Robert, K.W 2005). In line with this, in their review aimed at understanding consumers' attitudes towards reducing meat consumption, found that vegetarians and vegans perceive the environment as simply another reason, among others, to maintain a meatless diet. Furthermore, they found that consumer awareness is hampered by beliefs about food, meat, and personal behaviour. Nutrition, health, and taste were found to be both enablers and barriers with regard to consumers' willingness to buy a

food product (Paavola, J. 2001). This highlighted how the trend towards sustainable consumption practices is the result of an overlap of hedonistic and altruistic reasons, the latter supported by ethical values linked to the protection of the environment and society. Ethical reasons also seem to drive the trend towards sustainable consumption practices in India (Abdulrazak, S 2017). By formulating a comprehensive theoretical framework in which we integrate academic insights and research findings from different disciplines, the current work aims to contribute to behavioral solutions for environmental challenges in the food domain (Sharma, R.; Jha, M. 2017). First, a goal-directed framework for understanding and influencing ESFC is built. The core assumption of the framework is that, like most human behavior, food consumption is either deliberately or unintentionally directed at attaining goals (Xiao, J.J.; Li, H. 2010). From a goal-directed perspective, food consumption can be directed at the goal of minimizing adverse environmental impact, but people also buy and eat food products to satisfy hunger, to achieve sensory pleasure, to signal social status, to comply with norms and reference groups, etc.

LITERATURE REVIEW

As climate change continues to wreak havoc on ecosystems, it becomes critical to explore alternate ways and embrace sustainable consumption behavior. Numerous researches have been conducted on this subject (Han, Y.; Hansen, H. 2012) where sustainability as a term has been observed as a broad word that has been classed on a variety of levels, from sustainable food to renewable packaging to zero food waste. Sustainability is a complicated notion that necessitates an adaptable, balanced, and context- sensitive approach. Consumers do not view sustainability as a notion limited to the manufacturing phase, but rather as an integral part of their lifestyle, particularly in terms of consumption. (Brumă, I.S.; Ulman, S.-R 2021) Individuals' environmental concerns and attitudes about green products are recognized as the primary drivers of young consumers' purchasing intention toward green items. Indian youthful consumers have been shown to be aware of present environmental issues and to have a favorable attitude toward purchasing green items for future usage (Osikominu, J.; Bocken, 2020). Health, affordability, environmental sustainability, and flavor are the most often cited reasons for food selection wherein people are willing to adopt sustainability for environmental good. Diverse demographic groups have varying attitudes about and willingness to adopt sustainable eating behaviors. Although customers are eager to embrace sustainability, there remain impediments. which emphasizes the importance of policy action in facilitating behavior change (Autio, M.; Heininen, V. 2004)

. Apart from the reasons mentioned above, consumers' sustainable purchasing decisions are also influenced by their feelings of pride, guilt, respect, and rage. Customer effectiveness, as seen by the consumer, is the most powerful component on green purchase intention, whereas consumer guilt has both direct and indirect impacts on the desire to purchase green products. (Dolnicar, S.; Grün, B. 2008) found that purchasing barriers exist as market share for sustainable food is smaller than the preferences expressed. Global dietary patterns are not sustainable (Zahra, S.; McCarthy, B. 2021). There is now broad consensus that consumers must be encouraged to shift toward sustainable food consumption, defined as “diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable food consumption is protective and respectful of

biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources (Young, W.; Hwang, K. 2009). Although the composition of such diets will vary according to country context, a reduction in the reliance on animal-based foods, especially ruminant meat, and an increase in reliance on whole plant-based foods will remain central in high-income countries, where the overconsumption of animal proteins (particularly red meat), discretionary foods, and ultra-processed foods (UPFs) are commonplace. Transitioning toward more sustainable food consumption will require fundamental changes in how the food system is organized, controlled, and regulated to ensure alignment with human and environmental health, to improve democratic accountability, to promote food citizenship, and to address existing power imbalances (Yamoah, F.A.; Acquaye, A. 2019). There is a well-accepted consensus that the future wellbeing of mankind is related to a sustainable approach of the private consumption pattern assumed by all individuals, which is desirable and important but unfortunately, until now, it is considered to be the principal factor responsible for environment degradation (Juvan, E.; Dolnicar, S. 2014), a definition of sustainable consumption was adopted: “the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations” (Prothero, A.; Dobscha, S. 2011). Companies understood the importance of sustainable development and consumption and introduced this theme into their current policies to preserve a good reputation on the market. Even if, theoretically, sustainable consumption is accepted by society, unfortunately, it does not always generate a sustainable consumption behavior, which is more likely related to the awareness of the long-term consequences over the natural or social environment, being a controlled consumption for the sake of the environment (Vecchio, R.; Annunziata, A. 2013). Strictly related to sustainable consumption, it is necessary to analyze consumer behavior to build adequate private strategies and public policies meant to reduce the negative impact over sustainable development. It is considered that there is a lot of potential in developing green consumerism among individuals, In Pakistani, the preoccupation for sustainable consumption led to a scale that measures the aspects of meat consumption. The existing gap between serious environmental concerns and positive attitudes towards it and inappropriate behavior when it comes to purchases was also emphasized (Rincón, A.; Barbosa, R.; 2021), where many respondents declared that they struggle to link their pro-environmental attitudes to their purchases. Due to a lack of time, product search, or information, their purchase behavior often becomes unsustainable. The attitude–behavior gap was investigated by other scholars too, related to variate types of sustainable consumption (food, tourism, energy etc.). A solution to close the gap within the consumption area is represented by incentives and single labels. (Sesini, G.; Castiglioni, C 2020) observed that green consumerism was closely approached by scholars from the point of view of the relationship between environmental attitudes and behaviors and grouped the variables of influence over the environment into four categories (specific attitudes, perceived barriers, knowledge, and personal norms) (Petrescu-Mag, R. 2020). Their research among Swiss consumers highlighted that positive attitudes towards the environment, local production, or fair trade are important predictors of green purchases, while time is an important barrier. However, besides the fact that many persons have environmental concerns, the market share

of ethical foods remains at a very low level because of the time and space needed in people's busy lives. Factors Affecting Consumers' Sustainable Behavior Sustainable consumption and the role of the consumer were analyzed by different scholars. (Resurreccion, 2015) concluded that there are three types of consumers according to their perception of sustainable food grouped into three clusters: (i) responsible food consumer, the largest of all, gathers mature consumers aged between 29 and 35 years, who pay a lot of attention to the food they eat, have a special care for the environment, and prefer local food; (ii) inattentive food consumer reunites younger students coming from rural areas, with medium incomes, not interested about the food or the environment; and (iii) potentially sustainable food comprises individuals who consider it difficult to find and purchase sustainable food, although they express concerns regarding environmental issues. (Tung, T.-Y.; Koenig, H.F.2017) analyzed the low impact of sustainable consumption behavior using a self-report scale to evaluate three dimensions: the quality of life, the care for the environment, and the resources for future generations (Agentia de 2021).

STATEMENT OF THE PROBLEM

Given the fact that environmental issues result in increasing pressure on society, sustainable consumption is perceived as one of the key factors that could solve this problem throughout consumers' choices. On the one side, it has been observed that a pro-environmental concern leads to a positive attitude towards sustainable consumption. On the other side, some scholars believe that the consumer is not ready to change their consumption patterns even if a cognitive level of happiness is being associated with a pro-social behavior. Anyway, it is impetuous to identify consumers' real motives or concerns that could lead to sustainable consumption. Studies have highlighted that sustainable consumption is a very complex term with multi-dimensional meanings, as discussed in many studies. It is often associated with voluntary simplicity, which is a real movement against consumerism, where individuals decide to restrain their consumption without exterior constraints but by ones' free will. The consumers' behavior in this case includes ethical considerations regarding the impact of their consumption patterns over the environment or over society. The most frequent concern is related to the environment. Among every society, a new type of consumer is being formed—the green consumer—who acts in an environmentally friendly manner. This type of behavior is focused mainly on recycling, the use of environmentally products, good waste management, and limited consumption. A typical green consumer is one who avoids products that could harm the health or the environment, cause waste, or threaten animals or is willing to pay more for environmentally friendly products as an act of support for environmental problems. This segment comprises mainly females with at least one child, preoccupied by safety. A green behavior is the one oriented towards protecting resources and a process of responsible buying. Many researchers concluded that green purchase satisfaction is a stronger predictor of purchase frequency.

OBJECTIVES OF THE STUDY

1. To explore the relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city.

2. To examine the impact of consumer factors on environmentally sustainable food consumption by consumers in Bangalore city.

HYPOTHESES

H01: There is no significant relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city.

H1: There is a significant relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city.

H02: There is no significant relationship between marketing factors and environmentally sustainable food consumption by consumers in Bangalore city.

H2: There is a significant relationship between marketing factors and environmentally sustainable food consumption by consumers in Bangalore city.

SCOPE OF THE STUDY

The purpose of this study is to find out and analyze the consumer satisfaction towards environmentally sustainable food consumption in Bangalore. The study is confined to exploring the influence of factors such as customer factors and Marketing factors on consumption of sustainable food products in Bangalore city.

RESEARCH METHODOLOGY

The research methodology is adopted based on the descriptive analytical research approach. The objective has been addressed in the study systematically to understand the environmentally sustainable food consumption in Bangalore were tested in-detail separately in analysis section. The objective of the study deals with conceptual framework and literature review on introduction. The various factors such as household customer factors and Marketing factors were tested on environmentally sustainable food consumption in Bangalore.

POPULATION, SAMPLING METHOD AND SAMPLE SIZE

Cluster sampling was adopted for the purpose. Bangalore City was chosen as major study area. This region was divided into 4 clusters being north, south, east, west. A total of 892 consumers having a habit of consuming environmentally sustainable food products as study population. The respondents who extended full cooperation to provide the information completely were included for the study.

DATA COLLECTION

Primary Data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing the "5-point Likert scale." A semi-structured interview with open-ended discussion was conducted in the Kannada language, which is the official language of Karnataka state.

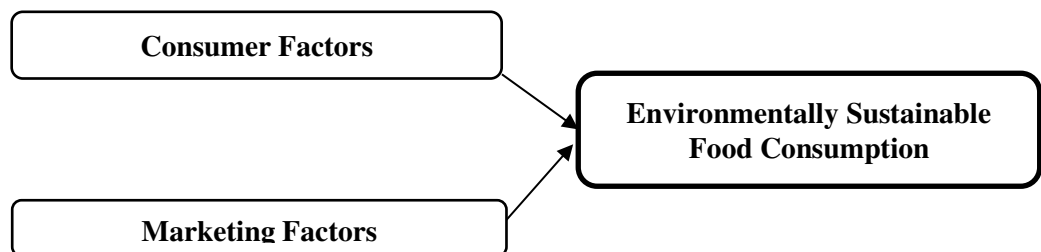
Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

DATA ANALYSIS

Multiple regression analysis was used as the main statistical tool to find out the significant relationship among Consumer Satisfaction Towards Environmentally Sustainable Food Consumption in Bangalore City. The reliability analysis is used to establish both the consistency and stability of the research instrument. Consistency shows how well the research instrument measures the model and the conceptual framework.

Figure 1.1 RESEARCH FRAMEWORK



LIMITATIONS OF THE STUDY

The focus of this research was to study Consumer Satisfaction Towards Environmentally Sustainable Food Consumption in Bangalore City only. A general limitation in the literature on the topic is the inability to obtain a clearly defined measure of factors affecting sustainable food consumption. However, this approach has limitations for groups of eco-friendly food consumers. The limitations of this study include the author's constraints in gathering comprehensive data on agriculture and food security in city only. The limitation of expenditure survey is that it tends to underestimate expenditures on food if the value of food produced gathered locally is not recorded or recalled. Moreover, a significant limitation of this study is that all the information was self-reported and was based on subjective perceptions. One of the limitations of this study are the data used, which are slightly "outdated" and may not fully reflect the current realities due to time difference. Advanced statistical tools might have been used for the study. The other pertinent variable for the study might have been missed. The information given by the respondents might be biased because some of them might not be interested in giving correct information.

ANALYSIS AND INTERPRETATION

Households Family Factors and Food Security.

H01: There is no significant relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city.

H1: There is a significant relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city.

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.975 ^a	.950	.943		.25853	
ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.451	19	9.866	147.606	.000 ^a
	Residual	287.116	879	.067		
	Total	596.373	891			
b. Dependent Variable: Job Satisfaction						
Coefficients						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-0.584	0.135		-4.344	0.000
	Eating Habits	0.102	0.061	0.095	1.673	0.088
	Food Preferences	0.010	0.036	0.011	0.276	0.874
	Leading Quality Of Life	0.184	0.059	0.147	3.128	0.004
	Environmental Concern	-0.142	0.047	-0.135	-3.018	0.005
	Balance The Ecosystem	0.026	0.036	0.026	0.729	0.472
	Consumer Knowledge	-0.094	0.041	-0.096	-2.299	0.036
	Consumer Lifestyle	0.050	0.032	0.049	1.575	0.120
	Consumption Decisions	0.007	0.033	0.007	0.204	0.844
	Cultural Values	0.000	0.037	0.000	0.000	1.000

Model Summary							
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate		
1	.975 ^a	.950	.943		.25853		
ANOVA ^b							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	187.451	19	9.866	147.606	.000 ^a	
	Residual	287.116	879	.067			
	Total	596.373	891				
	Favorable Attitudes		0.017	0.057	0.015	0.299	0.788
	Importance to Local Food		0.072	0.027	0.081	2.644	0.011
	Human Health		0.287	0.048	0.239	5.958	0.000
	Product Freshness		0.185	0.042	0.214	4.413	0.000
	Plant-Based Diet		-0.117	0.050	-0.144	2.321	0.029
	Nutrition		0.056	0.038	0.069	1.480	0.143
	Product Taste		0.246	0.043	0.346	5.759	0.000
	Ethical Values		-0.016	0.050	-0.015	0.322	0.742
	Signal of Social Status		0.167	0.053	0.133	3.172	0.005
Influence of Reference Groups		0.104	0.040	0.102	2.618	0.023	
a. Dependent Variable: Environmentally Sustainable Food Consumption							

A multiple regression analysis was used to investigate the effect of 19 variables of consumer factors influencing environmentally sustainable food consumption by consumers in Bangalore city. From the above table it is understood that, that consumer Factors ($R = .975^a$ indicating high degree of correlation among the variables, $t = 23.846$, $p < .01$) had a positively significant effect on sustainable food consumption by customers. Hence, it can be concluded that if the average level of customer Factors were high, the average level of sustainable food consumption by consumers would also be high. The analysis also reveals that customer

personal Factors was able to explain the total variation in sustainable food consumption by customers. The regression model about R^2 95 % being high indicating model fits the data well. Thus answering the hypothesis H1: There is a significant relationship between consumer factors and environmentally sustainable food consumption by consumers in Bangalore city posited for this research is accepted. the coefficient table shows the contribution of each consumers personal factors. From the above table the beta values demonstrate the unique contribution for the variables such as Eating Habits ($\beta = 0.102$, $p < 0.088$), followed by Leading Quality Of Life ($\beta = 0.184$, $p < 0.004$), Environmental Concern ($\beta = -0.142$, $p < 0.005$), Consumer Knowledge ($\beta = -0.094$, $p < 0.036$), Consumer Lifestyle ($\beta = 0.050$, $p < 0.120$), Importance to Local Food ($\beta = 0.072$, $p < 0.011$) and Human Health ($\beta = 0.287$, $p < 0.000$), Product Freshness ($\beta = 0.185$, $p < 0.000$), Plant-Based Diet ($\beta = -0.117$, $p < 0.029$), Nutrition ($\beta = 0.056$, $p < 0.143$), Product Taste ($\beta = 0.246$, $p < 0.000$), Signal of Social Status ($\beta = 0.167$, $p < 0.005$), Influence of Reference Groups ($\beta = 0.104$, $p < 0.023$) in predicting environmentally sustainable food consumption by consumers in Bangalore city.

Marketing factors and environmentally sustainable food consumption

H02: There is no significant relationship between marketing factors and environmentally sustainable food consumption by consumers in Bangalore city.

H2: There is a significant relationship between marketing factors and environmentally sustainable food consumption by consumers in Bangalore city.

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate				
1	.587 ^a	.344	.635	.80270				
ANOVA ^b								
Model		Sum of Squares		df	Mean Square	F	Sig.	
1	Regression	297.166		12	24.764	38.434	.000 ^a	
	Residual	566.363		879	.644			
	Total	863.529		891				
Coefficients ^a								
Model				Unstandardized Coefficients		Standardized Coefficients	t	Sig.
				B	Std. Error	Beta		
1	(Constant)			1.373	.156		8.793	.000
	Companies marketing strategies			.153	.040	.181	3.868	.000
	Product price			-.200	.035	-.236	-5.716	.000

Availability of Products	.377	.039	.440	9.641	.000
Quality of the product	.126	.047	.160	2.650	.008
Advertising appeal	.321	.039	.277	8.280	.000
Government encouragement for the companies	-.223	.041	-.250	-5.366	.000
Companies ethical policies	.005	.053	.006	.094	.925
Companies environmental concern	.089	.040	.094	2.193	.029
Product packaging	-.033	.055	-.039	-.606	.545
Conscious of customers' health	.007	.060	.007	.113	.910
Social concern	.183	.057	.211	3.192	.001
Promoting sustainable food products	-.141	.046	-.164	-3.095	.002
a. Dependent Variable: Environmentally Sustainable Food Consumption					

A multiple regression analysis was used to investigate the effect of 12 variables of consumer factors influencing environmentally sustainable food consumption by consumers in Bangalore city. From the above table it is understood that, that consumer Factors ($R = .587^a$ indicating moderate degree of correlation among the variables, $t = 8.793$, $p < .000$) had a positively significant effect on sustainable food consumption by customers. Hence, it can be concluded that if the average level of marketing Factors were high, the average level of sustainable food consumption by consumers would also be high. The analysis also reveals that marketing Factors was able to explain the total variation in sustainable food consumption by customers. The regression model about R^2 63.5 % being high indicating model fits the data well. Thus answering the hypothesis H2: There is a significant relationship between marketing factors and environmentally sustainable food consumption by consumers in Bangalore city posited for this research is accepted. the coefficient table shows the contribution of each marketing factors. From the above table the beta values demonstrate the unique contribution for the variables such as Companies marketing strategies ($\beta = .153$, $p < 0.000$), followed by Product price ($\beta = -.200$, $p < 0.000$), Availability of Products ($\beta = .377$, $p < 0.000$), Quality of the product ($\beta = .126$, $p < 0.008$), Advertising appeal ($\beta = .321$, $p < 0.000$), Government encouragement for the companies ($\beta = -.223$, $p < 0.000$) and Companies environmental concern ($\beta = .089$, $p < 0.029$), Social concern ($\beta = .183$, $p < 0.001$), Promoting sustainable food products ($\beta = -.141$, $p < 0.002$), in predicting environmentally sustainable

food consumption by consumers in Bangalore city.

FINDINGS

It is found that, the unique contribution of the variables such as eating habits, followed by leading quality of life, environmental concern, consumer knowledge, consumer lifestyle, importance to local food and human health, product freshness, plant-based diet, nutrition, product taste, signal of social status, influence of reference groups in predicting environmentally sustainable food consumption by consumers in Bangalore city. It is also found that, the unique contribution of the variables such as company marketing strategies, followed by product price, availability of products, quality of the product, advertising appeal, government encouragement for the companies and companies environmental concern, social concern, promoting sustainable food products in predicting environmentally sustainable food consumption by consumers in Bangalore city.

SUGGESTIONS

From the above research, it is clear that there is a positive influence of the consumer perception on their purchase decision of environmental sustainable food products. Majority of the consumers are switching over from the conventional products to environmental sustainable food products. This is found in almost all the categories of products. FMCG category is not an exception to this. So, the manufacturers and traders should concentrate more on the production and marketing of environmental sustainable food products which are healthier for the consumers and eco-friendly. Even if the price is slightly high compared to the conventional products, most of the consumers are ready to purchase the ecofriendly products in the interest on environment and health.

CONCLUSIONS

A substantial number of studies have underlined that consumers have positive attitudes with respect to sustainable food behavior but also that the behavior is influenced by the socio-demographic characteristics of consumers. In this study, Factors influencing Consumers' Environmentally Sustainable Food Consumption in Bangalore. At the same time, the health issues represent an important aspect that defines food consumption behavior. The results are also useful for agri-food companies by offering important insights into current consumers' behavior. The findings of the study are usable for consumers, businesses, and policymakers in their actions related to sustainable food behavior and consumption. Consumers are now oscillating between the comfort of returning to their habits and the precaution of more resilient consumption, as a result of the existing gap between attitudes and actual behavior. Understanding consumer segmentation and accepting the segment they belong to will help them to act more efficiently in the market. Nevertheless, businesses would directly benefit from creating easily available consumption patterns and designing adequate marketing campaigns based on the current behavior exposed in this study and not on the short-term attitudes of consumers. Last, but not least, policymakers are the ones that will have the responsibility to act, through their policies and information campaigns, in favor of changing the behavior of consumers, from an affective one—involving consumers' feelings and emotions—to a behavioral one, being the trigger that will determine the reaction, and, finally,

to a cognitive one, by changing the consumers' knowledge about sustainable food consumption.

DIRECTIONS FOR THE FUTURE RESEARCH

Further research can be done on making comparisons of customer's sustainable food consumption pattern across the districts of Karnataka for the better policy making food products manufacturers. Future researchers can substantiate the research findings by conducting similar studies in various cities. This survey should cover a much wider range of areas. The study suggests that similar studies should be conducted following the conceptual model of environmental food supply, which will better identify the gaps left in the empirical research on the said subject. Moreover, sustainable food consumption was the least studied component of food security, so future research must consider it to fill the left research gap.

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