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Consumers' Value Orientations, Beliefs, Norms and Sustainable Food Consumption Intentions: an Empirical Examination

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Abstract

This study is an attempt to model and empirically test the effect of value orientations (egoistic, altruistic and biospheric), beliefs (self and collective efficacy) and norms (subjective, personal and social) on consumer's sustainable food consumption intentions especially in the context of universities students. Empirical evidences concerning sustainable food consumption intentions with the help of nested framework accommodating data from customer is scarce. Insights from various literatures, application of sustainable consumption and unique set of customer as a unit of analysis, enables an examination of various relational paths among value orientations, beliefs, norms and sustainable food consumption intentions and fills in the aforementioned void. An integrated theoretical model, rooted on the reflections of Theory of planned behaviour and value-belief-norm theory is developed. A survey questionnaire on the bases of well-established measurements from the previous research studies is adopted for data collection. Data is collected with the help of purposive sampling. A total of 400 survey responses are used to empirically test the measurements and propositions by partial least square structural equation modelling. The results of measurement model are in favour of the reliability and validity of the study variables. The estimated structure model establishes significant relationship among study variables. In general results discovered that the value orientations and efficacy beliefs significantly influence the norms, which in turn influences the sustainable food consumption intentions. This study is among the important researches to give a better understanding and importance of sustainable consumption intentions of young consumers. Future recommendations as well as the theoretical and practical implications are given by this study.

Keywords: Believes, Norms, Sustainable Food Consumption, value orientation