

Inducers of sustainable consumption: analysis of intention versus actual purchase

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Introdução

The lack of harmony between sustainable consumption and the regenerative capacity of natural resources has made research on this topic increasingly important in the academic, business, and social spheres. Sustainable consumption emphasizes ethical behavior and the importance of the environment, debating the role of the individual in consumption decisions and concern for promoting more responsible behavior.

Problema de Pesquisa e Objetivo

This study aims to verify the effect of sustainable consumption on the intention and effective purchase of products, using the framework with the dimensions: consciousness for sustainable consumption, moral orientation, and environmental concern.

Fundamentação Teórica

The sustainable consumption approach involves sustainable development initiatives through legislation, corporate social responsibility programs, and community support, including restrictions, resistance, or inhibition. The environmental value-belief-norm theory (VBN) emphasizes that pro-environmental behavior results from the acceptance of personal values, beliefs, and norms, that can help to avoid or alleviate threats that put at-risk people, other species, and/or the biosphere.

Metodologia

This cross-sectional research, based on a sample of 265 respondents, was analyzed through a quantitative and exploratory approach, with primary data collected from a survey. Analyses were based on the structural equation modeling (SEM) technique, considering confirmatory factor analysis.

Análise dos Resultados

The results showed a positive and significant relationship between sustainable consumption and buying intention, with indirect effects on the effective purchase of sustainable products.

Conclusão

It was evidenced that consciousness for sustainable consumption, moral orientation, and environmental concern do not lead directly to the purchase of sustainable products, but it is based on the mediation exerted by the intention that purchase occurs, considering that the process begins with the formation of attitudes towards purchase intent as the first step to materialize sustainable consumption.

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