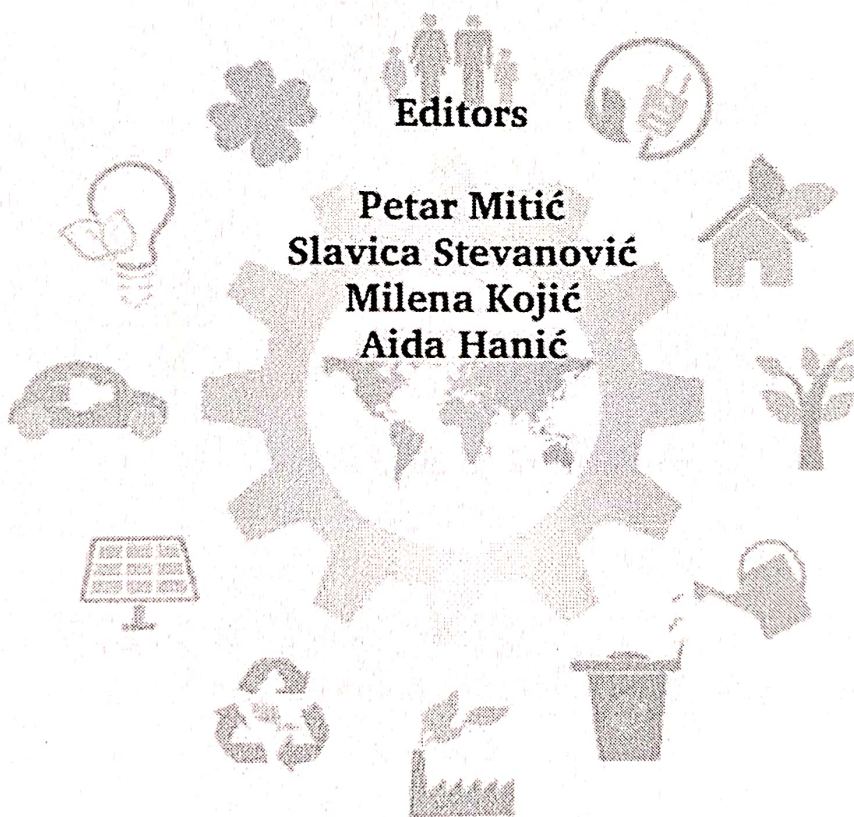




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ENVIRONMENTAL AND ENERGY ECONOMICS: CLIMATE CHANGE MITIGATION AND ADAPTATION, GREEN TRANSITION, CIRCULAR ECONOMY

BOOK OF ABSTRACTS



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DETERMINANTS OF LOCAL FOOD CONSUMPTION: PROPOSAL OF A CONCEPTUAL MODEL

Tamara Rajić¹

Economics Institute a.d. Belgrade, Serbia

Ivan Nikolić²

Economics Institute a.d. Belgrade, Serbia

INTRODUCTION

Unsustainable production and consumption are regarded as the main causes of environmental degradation, loss of biodiversity and climate change. According to the UN's findings, 13.3% of world food is lost after harvesting and before reaching the final consumer. Locally sourced food has been recognized as a possible solution towards more sustainable food consumption, due to higher level of resilience and adaptability of short food supply chains (Bakalis et al., 2020; Cappelli & Cini, 2020; González-Azcárate et al., 2021; Benos et al., 2022; Bingham et al., 2022; O'Neill et al., 2022).

LITERATURE REVIEW / THEORETICAL BACKGROUND

Locally produced food positively affects the environment, taking into consideration reduced food miles (Fan et al., 2019; Aprile & Fiorillo, 2023). This study builds upon extant literature on the determinants of sustainable, green, eco-friendly food consumption to propose a comprehensive conceptual framework of the determinants of consumer purchase intentions related to locally sourced food. The Theory of Planned Behavior emerged as the most extensively applied framework to examine consumer behavioral intentions.

METHODOLOGY

Systematic review of literature available in databases ScienceDirect, Emerald, ProQuest, Wiley Online Library has been performed, using search terms "local food", "sustainable food", "behavioral intentions", "Theory of planned behavior".

¹ E-mail address: tamara.rajic@ecinst.org.rs

² E-mail address: ivan.nikolic@ecinst.org.rs

The focus has been on papers published in English language in the period between January 2000 and June 2023.

RESULTS

Taking into account motives for local food purchases we propose health consciousness, environmental concern and concern for local economy and community as the antecedents of consumer attitudes towards local food purchases and extend the framework of the direct determinants of consumer purchase intentions by the inclusion of moral norms, perceived value and trust into local food suppliers (Bianchi & Mortimer, 2015; Birch et al., 2018; Giampietri et al., 2018; Konuk, 2018; Dorce et al., 2021; Aprile & Fiorillo, 2023; Kamboj et al., 2023; Parashar et al., 2023; Yang et al., 2023).

DISCUSSION / POLICY IMPLICATIONS

Although the present study, which has focused on the proposal of a conceptual framework, does not provide readily applicable policy implications, an empirical examination of the proposed model would provide evidence-based knowledge on the main antecedents of local food consumption and direct policy-makers to priority areas for behavioral interventions.

CONCLUSION

An examination of the proposed framework would indicate relative importance of the determinants of customer purchase intentions towards local food, whereas the strongest direct predictor of intentions should be prioritized in communication strategies and communication campaigns aimed at promoting local food consumption. Empirical examination of the proposed framework in a developing economy would contribute to the body of knowledge on sustainable food consumption.

KEYWORDS

Local food consumption, Theory of planned behavior, Short food supply chains

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