



# Does it Pay to Change Consumer Behavior?

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## Background

The United Nations Sustainability Development Goals (2015) reported the importance of responsible production and consumption for ensuring the good health and well-being of individuals, society and the environment. The Living Planet Report (2018) shows that the total carbon footprint from food is 42% in Western Europe. Moreover, the rates of obesity on a world scale reached 30% by the end of 2018 and about 7% of the EU countries' total budget has been spent on treatment of diseases connected with obesity (World Health Organization, 2018). Businesses, policy-makers and researchers are responsible to take another perspective on healthy eating and organic food.

## Objective

How can business actions drive consumers to adopt sustainable consumption behavior in regard to organic foods?

The aim of this papers is:

- To observe how business actions could drive behavioral changes in the organic food sector.

## Introduction

Many consumers are aware of sustainability problems and are willing to pay the higher price of the organic foods. However, fewer people are aware of the personal benefits of consuming organic products. As Bocken (2017) showed the organic food industry cannot be driven by the internal motivations of sole individuals, rather it should be led by businesses, which are willing to enable diverse consumption initiatives. These actions could be aimed at spreading awareness regarding sustainability problems as well as driving consumer behavior towards a "brighter" healthier future.

## Results

Involving consumers in story-telling activities.

- Showing the "romantic picture" behind the nature of the products.
- Establishing face-to-face communication, where new food options might be discussed.



## Results

Influencers and bloggers have a major impact over consumer's consciousness via social marketing campaigns:

- Involving famous people, who are willing to share their experiences.
- Establishing trust between customers and businesses (making food campaigns trustworthy again).



## Results

Education for children at schools on a regular basis:

- Influence over parents' buying preferences.
- Preaching consumer thoughtfulness to children so that they become conscious adults.



*Food might be a lot more than a necessity, it could be an experience.*