

APPEARANCE OF HEALTH AND ENVIRONMENTAL AWARENESS IN SUSTAINABLE FOOD CONSUMPTION

Barna Fédra

University of Debrecen, Faculty of Economics and Business, Debrecen, Böszörményi út 138.

Supervised by Prof. Dr. Szakály Zoltán

Introduction

Raising awareness of conscious consumption is a key factor to achieve sustainable food consumption. Therefore, my goal with this study is to demonstrate to what extent health and environmental awareness as well as sustainability as value dimensions appear in consumers' food consumption.

Materials and Methods

In order to reach my goals, I have created a national survey, including 627 Hungarian consumers. The survey consists of several questions about consumption and shopping habits, as well as health and environmental awareness. The answers were weighted in order to properly represent the gender and age distribution of the population and were analysed using descriptive statistics. Factor and cluster analysis were also used to reveal the relationship of health and environmental food consumption.

Results

According to the results, the increased consumption of vegetables and moderate consumption of meat, which are

needed in order to achieve sustainable food consumption, can be observed among women. Health awareness cannot be observed prominently among consumers, however, there is a significant amount of people who are limiting the intake of fat and sodium; and also incorporating more exercise.

We can define two factors regarding sustainable food consumption, which are called health awareness and environmental awareness. Health awareness can be associated with the search for a balanced and healthy diet, proper nutrition and food with low calorie and health protective effects. Environmental awareness consists of the search for Hungarian food with Hungarian trademarks, Hungaricums and locally manufactured food.

The cluster analysis resulted in 5 groups: 'Sustainably Diet Followers' (24,56%), 'Health-Conscious Diet Followers' (18,46%), 'Environmental-Conscious Diet Followers' (13,54%) and 'Non-Sustainably Diet Followers' (43,44%). The latter can be divided into two other groups: the 'Resistance' (16,9%) and those who do not take into account any aspect of their purchase, called 'Indifferent' (26,6%).