FOOD-LABELLING AND CONSUMER BEHAVIOUR

The role of national culture

AES Annual Conference – 4-6 April 2022 – KU Leuven

Francesco Manta – LUM University "G. Degennaro" – Casamassima, Italy
Pierluigi Toma – University of Salento – Lecce, Italy
Domenico Morrone – LUM University "G. Degennaro" – Casamassima, Italy

INTRODUCTION

- Many firms have transformed their production and distribution systems to reduce their carbon footprint.
- Improvements are often "hidden" and difficult to observe (Terlaak, 2007) so firms try to find several ways to enlighten consumers about them.
- The aim of this paper is to understand whether culture has to deal with the spread of food sustainability certifications, i.e., eco-labels, and in what measure they are influenced by culture.

BACKGROUND

- Providing consumers with clear information on the safety and quality of products through ecolabel is a way to promote local development.
- The 6-D model on national culture has been widely employed to assess consumer behavior and firm marketing strategies across different countries.

- *RQ1: Are there any significant relationships between collective values and sustainable behaviour disclosure?*
- *RQ2: Do national culture model variables influence the proliferation of food eco-labels?*

METHODOLOGY

$$ECO_i = \beta'_0 + \beta'_1 PPC_i + \beta'_2 POP_i + \varepsilon'_i \qquad i = 1,\ldots,44 \qquad (1)$$

$$ECO_i = \beta_{0,j} + \beta_{1,j} HOF_{i,j} + \beta_{2,j} PPC_i + \beta_{3,j} POP_i + \varepsilon_{i,j} \qquad i = 1,\ldots,44 \qquad (2)$$

$$j = 1,\ldots,6$$

- 148 food eco-labels from 44 countries were extracted from *ecolabelindex.com*
- 6-D Model variables were extracted from *hofstede-insights.com*
- GDP and POP were used as control variables.

RESULTS

Table 2. Correlation matrix (own elaboration)

	Eco-labels	PDI	INV	MS	LTO	UA	IND	PPC	Population
Eco-labels	1								
PDI	-0,354737587	1							
INV	0,566299866	-0,78158	1						
MS	0,223889974	0,166845	0,202963	1					
LTO	-0,275041569	0,506555	-0,47725	-0,15435	1				
UA	-0,353623437	0,523378	-0,36733	0,046572	0,00882	1			
IND	0,401240192	-0,91945	0,768175	-0,05986	-0,69462	-0,38953	1		
PPC	0,288045433	-0,68826	0,491154	-0,19461	-0,60062	-0,11728	0,645612	1	
Population	0,864430921	-0,05156	0,354413	0,191066	-0,01937	-0,21219	0,079143	0,000441	1

Table 3. Model I-VII: OLS, using observations 1-44. Dependent variable: eco-labels

	model I	model II	model III	model IV	model V	model VI	model VII
const	-46,098 *	-34,058	-34,1083 *	-46,075 *	-41,618 *	-45,085 *	-45,9025
L_PPC	2,93 *	2,051	1,32	2,926 *	2,827 *	3,186 **	2,62
L_Population	2,091 *	2,1287 *	1,85 *	2,071 *	2,007 *	2,1562 *	2,03
PDI PowerDistance		-0,0634 **					
INV Individualism			0,1189 *				
MS Masculinity				0,0046			
UA UncertaintyAvo					-0,04		
LTO LongTermOr						-0,078	
IND Indulgence							0,073
Adj. R^2	0,22	0,223	0,28	0,2018	0,2183	0,245	0,232
n. observations	44	44	44	44	44	44	44

DISCUSSION AND CONCLUSIONS

- Business and organizational culture influence the component of corporate sustainability, and the food industry reveals to be one of the most central sectors to showcase a sustainable process.
- The solidity of the economy is important in adopting sustainable behaviors.
- A problem of endogeneity ought to be highlighted, although classic conditions have been neutralized.

Corresponding author: Francesco Manta – manta@lum.it