

Extended Abstract

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Paper Title Low carbon beef: factors influencing sustainable purchase intentions

Abstract prepared for presentation at the 93rd Annual Conference of the
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Abstract	200 words max
The increasing demand for food, climate change and global warming are worldwide concerns, not least for putting food security at risk. Public policies to reduce the emission of greenhouse gases have been developed in many countries in an attempt to mitigate their harmful effects to nature. This study analyses consumers' awareness and perceptions of the environmental impact of the beef, and their	
Keywords	beef consumption, low carbon footprint, theory of planned behaviour, structural equation modelling, British consumers
JEL Code	A1 see: www.aeaweb.org/jel/guide/jel.php?class=Q
Introduction	100 – 250 words
The global demand for livestock products is projected to grow by 70% by 2050. Different studies have shown the impact that the beef cattle chain has on the environment due to greenhouse gas (GHGs) emissions. Different scenarios have been presented to mitigate the negative externalities of this chain, from the demand and supply side of this chain. Behavioural change and technological innovations must be implemented in the agriculture sector in order to meet the Sustainable Development Goals. To	
Methodology	100 – 250 words
To test influences on consumers' LCB purchasing intentions, we extend the TPB model to consider knowledge and self-identity as predictors of a person's beliefs towards their attitudes. We built the conceptual model based on 7 hypotheses drawn from a review of recent literature on consumers' environmentally friendly behaviour and pro-environmental purchasing intentions. To test the conceptual model and research hypotheses, structural equation modelling (SEM) was used, an approach	
Results	100 – 250 words
The model stabilised after six iterations, following the necessary exclusion of the PBC2 indicator of the Perceived Behaviour Control latent variable due to the factor loading below 0.6 and affecting the average variance extracted ($\lambda = 0.249$). The structural model had acceptable goodness of fit values (SRMR = 0.073, d-ULS = 1.735, d-G = 0.467, NFI = 0.855) with SRMR value below the threshold of 0.08 and NFI value above the recommended value of 0.8. The discriminant validity was measured by	
Discussion and Conclusion	100 – 250 words
The non-TPB constructs, declarative knowledge and self-identity, added as predictors of attitudes, have a positive effect on the latter, thus validating hypotheses H1 and H2, namely that consumers who are aware of the environmental footprint of beef production and identify themselves as someone discerning as regards the multiple aspects of consumption including environmental impact, are more likely to hold pro-nature attitudes. Pro-environmental attitudes have statistically significant positive effects on both	

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