

An meta-analysis of responsible food consumption

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Resumo

This article presented a meta-analysis of responsible food consumption. The theory of planned behavior (TPB) was tested by meta-analytic structural equation modeling (MASEM) accessing 18 primary studies on 7,454 cumulative samples. The results showed that social norms were the stronger antecedents of attitude toward responsible food, followed by health consciousness and perceived behavioral control (PBC). We also detected a stronger and positive effect of attitude toward on consumer's behavioral intention. The attitude toward responsible food also works as a partial mediator on the relationships between social norms, health consciousness and PBC on consumer's behavioral intentions. Finally we detected a partial negative moderation effect of the economic countries' context on the relationship between attitude and behavior intentions.