

## The Increasing of Perception of Consumers' Awareness about Sustainability Brands during Pandemic: A Multi Mediation Model

**Authors :** Silvia Platania, Martina Morando, Giuseppe Santisi

**Abstract :** Introduction: In the last thirty years, there is constant talk of sustainable consumption and a "transition" of consumer lifestyles towards greater awareness of consumer choices (United Nation, 1992). The 2019 coronavirus (COVID-19) epidemic that has hit the world population since 2020 has had significant consequences in all areas of people's lives; individuals have been forced to change their behaviors, to redefine their own goals, priorities, practices, and lifestyles, to rebuild themselves in the new situation dictated by the pandemic. Method (Participants and procedure ): The data were collected through an online survey; moreover, we used convenience sampling from the general population. The participants were 669 Italian consumers (Female = 514, 76.8%; Male = 155, 23.2%) that choose sustainability brands, aged between 18 and 65 years ( $M_{age} = 35.45$ ; Standard Deviation,  $SD = 9.51$ ). (Measure ): The following measures were used: The Muncy-Vitell Consumer Ethics Scale; Attitude Toward Business Scale; Perceived Consumer Effectiveness Scale; Consumers Perception on Sustainable Brand Attitudes. Results: Preliminary analyses were conducted to test our model. Pearson's bivariate correlation between variables shows that all variables of our model correlate significantly and positively, PCE with CPSBA ( $r = .56$ ,  $p < .001$ ). Furthermore, a CFA, according to Harman's single-factor test, was used to diagnose the extent to which common-method variance was a problem. A comparison between the hypothesized model and a model with one factor (with all items loading on a unique factor) revealed that the former provided a better fit for the data in all the CFA fit measures [ $\chi^2 [6, n = 669] = 7.228$ ,  $p = 0.024$ ,  $\chi^2 / df = 1.20$ ,  $RMSEA = 0.07$  ( $CI = 0.051-0.067$ ),  $CFI = 0.95$ ,  $GFI = 0.95$ ,  $SRMR = 0.04$ ,  $AIC = 66.501$ ;  $BIC = 132,150$ ]. Next, a multi mediation was conducted to test our hypotheses. The results show that there is a direct effect of PCE on ethical consumption behavior ( $\beta = .38$ ) and on ATB ( $\beta = .23$ ); furthermore, there is a direct effect on the CPSBA outcome ( $\beta = .34$ ). In addition, there is a mediating effect by ATB (C.I. = .022-.119, 95% interval confidence) and by CES (C.I. = .136-.328, 95% interval confidence). Conclusion: The spread of the COVID-19 pandemic has affected consumer consumption styles and has led to an increase in online shopping and purchases of sustainable products. Several theoretical and practical considerations emerge from the results of the study.

**Keywords :** decision making, sustainability, pandemic, multimediation model

**Conference Title :** ICCPDM 2022 : International Conference on Consumer Psychology and Decision Making

**Conference Location :** Paris, France

**Conference Dates :** October 27-28, 2022