

Domestic Food Consumption Patterns in the Context of the Sustainability Trend

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Abstract

The research focuses on the analysis of domestic food purchasing habits. Consumption of domestic food has many benefits, both economically and environmentally. It supports local producers, strengthening the economy and labour market of the country. It contributes to a more sustainable food chain due to shorter transport routes, less packaging and less use of preservatives. Local production helps to preserve traditional farming methods, thus contributing to biodiversity conservation.

The main question of our research is how to increase consumers' preference for local food and thus encourage more sustainable consumption.

We conducted a pre-tested standardised questionnaire survey as part of our primary research, resulting in 2198 evaluable questionnaires from Hungarian respondents.

The results of the survey show what consumer attitudes towards domestic food can be identified, what preferences characterise domestic food purchasing. The results also provide elements of practical relevance for the development of positive consumer attitudes towards domestic food.

Keywords

Sustainability, domestic food consumption, primary research.