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Moving ahead from food-related behaviours: an alternative approach to understand household food waste generation

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Abstract

Food waste prevention is a hot topic on the policy agenda. According to available data, urgent measures need to be undertaken to significantly reduce the current generation of food waste. However, it is important to thoroughly understand consumers’ behaviour to define measures that will lead to a long-lasting change in the situation. The aim of the present work is to analyse consumer food waste behaviour by means of a model that brings together food-related and waste management variables. To do so, a survey was given to 418 consumers of the metropolitan area of Barcelona. Results show that food waste is directly influenced by purchasing discipline, waste prevention habits and materialism values and indirectly influenced by environmental values. This highlights the importance of addressing the problem from different perspectives and emphasizes the importance of considering this problem as a transversal element for policy makers. We suggest that household food waste prevention and reduction needs to be included as a key element in different policy areas.
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