

Food waste as the consequence of competing motivations, insufficient abilities and lacking opportunities

Lisanne Geffen

Wageningen UR

Erica van Herpen

Wageningen UR

Hans Trijp

Wageningen University

Siet Sijtsema

Wageningen UR

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Abstract

This study explores consumers' motivation, abilities and opportunities to avoid food waste in its daily context where competing (food related) goals are present. The motivation, ability and opportunity framework is used to disentangle the complex of factors contributing to food waste. Results of twenty-four focus groups performed in four European countries, show that household food waste is the unintended result of balancing between multiple competing goals. Additionally, results point out that consumers' abilities and opportunities influence the ease with which consumers can act upon their hedonic and gain goals, and simultaneously avoid food waste. These insights imply that, rather than solely strengthening consumers' importance given to food waste prevention, interventions should also focus on providing (the missing) abilities and opportunities that will enable consumers to comply with their goals, including food waste prevention.

Keywords: *Consumer food waste; competing goals; MOA framework*

Track: Consumer Behaviour