

Consumer food waste: The role of individual tendencies and self-identities

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Abstract

Consumer food waste has severe negative consequences for the environment and society. Marketing stimuli may trigger excessive buying. At a later stage, consumption of the food available may be influenced by feelings of disgust towards certain foods. Are these individual tendencies though more important than who people think they are, in explaining food waste? This study explored the role of individual tendencies and self-identities in food waste. Survey data were collected from 508 respondents in Denmark. A structural model tested the relationships between individual tendencies, self-identities and food waste. Impulsive buying tendency influenced food waste via excessive buying. Disgust sensitivity was positively related to food waste, partly via discarding food passed the best before date. Several self-identities like pro-environmental or frugal were important in explaining food waste, partly via motivation to reduce waste. Implications for public policy and marketers are discussed.

Keywords: *food waste; self-identity; impulsive buying*

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