

RESPONSIBLE RETAILING: STIMULATING HEALTHY CHOICES AND REDUCING FOOD WASTE

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Abstract

"Throughout the Western world, health and environmental issues related to the quality and amount of food intake have received increasing attention during the past decade. Obesity is a prime health concern among many governments and consumers. Similarly, pollution and food waste are top environmental concerns. What these problems have in common is the central role played by food manufacturers. In particular, manufacturers' decisions with regard to package size, nutritional content, and the usage of price promotions have often been linked with obesity and food waste. Manufactures have recently adopted strategies to directly address, or mitigate these concerns. In this special session, we consider different retailing settings to provide implications for consumers, manufactures, retailers, and policy makers. Two papers focus on the role of product packaging and content, and mainly study the effects on purchase behavior and sales. The remaining two papers study the interaction between environmental factors and marketing mix variables, considering pollution as both a driver of marketing mix' effectiveness, and the marketing mix as influencing pollution in the form of food waste."

Keywords:

Track: