

Nudging people to change : A cross cultural study of the role of innovation in food behavior and conscious consumption

Soniya Billore
Linnaeus University
TOMIO Kobayashi
Faculty of Business, Aichi Institute of Technology

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Abstract

The massive amounts of global food wastage and related global consumer behavior is initiating discussions about how consumers have an irresponsible attitude towards food as a resource taken for granted. Even so, the amount of knowledge, awareness and desirable behavioral changes are far from the required level of attention and concern. Here, technology, innovation, and communication can play an important role in raising consumer awareness and consumer engagement for better conscious consumption. Nudging is a common human behavior leading people towards the desired direction and when combined with the right tools and techniques can be used effectively handle food wastage. This paper takes an exploratory look at how nudging has been used to create innovative tools that aim towards a social good of reducing and preventing food wastage. The paper explores perspectives from a three-country approach and presents a generalized analysis of the use and advantage of using nudging as a tool to create a sustainable mindset.

Keywords: *nudging; conscious consumption; food wastage*

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