

«Show Me Your Basket, I Show You What Drives Your Food Waste” Identifying Drivers of Shoppers’ Food Waste and Ways to Reduce It

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Abstract

Approximately one-third of all food quantities produced for human consumption is either lost or wasted. As food production is a huge strain on our environment, the current public debate on reducing food waste puts unprecedented pressure on sellers. We propose a novel approach to identify food waste predictors based on the consumer’s grocery basket data. Using a unique data set of loyalty-card shopping data of two retailers that cover 70% of the national market share, we identify important basket and household characteristics that explain food waste behavior. Our analysis and its proposed application enable retailers to help consumers to track and adjust their food waste behavior at its source: grocery shopping. Thereby, our findings do not just open the opportunity for retailers to support consumers to reduce food waste, but also enable them to enter a more meaningful relationship with their customers while responding to their responsibility as a part of the food supply chain.

Keywords: *Food waste; loyalty card; retailer marketing*

Track: Retailing & Omni-Channel Management