

Parents and children characteristics that contribute to food waste promotion behaviours among households

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Cite as:

Stancu Violeta, Lähteenmäki Liisa (2023), Parents and children characteristics that contribute to food waste promotion behaviours among households. *Proceedings of the European Marketing Academy*, 52nd, (114392)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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Abstract

Even though the issue of food waste is gaining increasing awareness, there are still high amounts of waste generated across the food system, contributing to negative consequences for the environment and society. At the consumer level, avoiding food waste comes down to shopping only enough food, storing it properly, and eating it before it goes bad. Families with children are particularly vulnerable to waste more food. The present study aimed to assess the role of characteristics of parents and children in food waste in order to contribute to development of better tailored efforts against food waste. Parents' environmental and frugal self-identities, impulsive buying tendency, disgust sensitivity and skills around food are main drivers of food provisioning behaviours relevant to food waste, whereas children's picky eating contributes to higher food waste. These results have implications for promotion of food waste avoidance.

Subject Areas: *Consumer Behaviour, Public Policy*

Track: Social Responsibility & Ethics