

# Influencing Food Waste Reducing Behavior in Restaurants: is it Possible?

**Alessandro Silva**

ESPM - Escola Superior de Propaganda e Marketing

**LUCIANA DE ALMEIDA**

ESPM

**Evandro Lopes**

ESPM - Escola Superior de Propaganda e Marketing

## Acknowledgements:

This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Finance Code 001

## Cite as:

Silva Alessandro, DE ALMEIDA LUCIANA, Lopes Evandro (2025), Influencing Food Waste Reducing Behavior in Restaurants: is it Possible?. *Proceedings of the European Marketing Academy*, 54th, (125876)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



## **Influencing Food Waste Reducing Behavior in Restaurants: is it Possible?**

### **Abstract**

Global food waste is a critical issue, with restaurants accounting for an estimated 14% of total food loss. This research examines how messages promoting waste reduction and the perception of restaurant corporate social responsibility (CSR) influence food waste reduction, considering individual intention, subjective norms, and perceived behavioral control. Using an experimental design, data was collected in an authentic restaurant in Sao Paulo, Brazil. The results reveal that a favorable attitude toward reducing food waste positively affects the intention to finish meals. Additionally, the study found that the presence of awareness messages had a positive effect in reducing leftovers, independently of CSR perception. This research expands the understanding of attitude, perceived control, intention concerning food waste, and the role of external stimulus on consumer behavior.

**Keywords:** *food waste, corporate social responsibility, consumer behavior*

**Track:** *Social Responsibility & Ethics*