

# Bridging Technology and Traditional Values: A Social Practice Theory Approach to Food Waste Reduction in China

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## **Abstract**

Food waste presents significant environmental, economic, and social challenges globally, with China being a major contributor due to rapid urbanization and evolving consumption patterns. Guided by social practice theory, which emphasizes the interaction between materials, competencies, and meanings, this research explores the drivers of food waste and strategies for its reduction. The study employed a qualitative approach involving six focus groups with 30 Chinese participants. Thematic analysis revealed how digital tools and traditional cultural values interact to shape and change food waste behaviours among young Chinese consumers. This research extends the application of social practice theory to a non-Western context providing insights into food waste reduction. The study demonstrates the need for culturally tailored interventions, combining technological solutions with public awareness campaigns, to promote sustainable consumption practices.

**Key words:** Food waste; Social practice theory; Digital tools

**Track:** Social Responsibility & Ethics