

From Knowledge to Food Waste Reduction? A Segment-Based Test of the Knowledge–Attitude–Behavior Chain

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Abstract

This study examines whether the Knowledge–Attitude–Behavior (KAB) sequence functions consistently or conditionally across consumer segments. Using a national sample ($N = 1,021$) in Greece and a multidimensional behavioral model, we estimate a baseline KAB structure through SEM and then examine variation across clusters and moderators. Results confirm that while the aggregate KAB model fits well, key relationships differ significantly across segments. These findings show that food waste behavior depends not only on knowledge but also on attitudinal engagement and contextual resources. The study provides segment-based and context-aware insights for retailers, brands, and policymakers aiming to design more effective waste-reduction interventions.

Track: Social Responsibility & Ethics