

CONSUMER BEHAVIOUR TOWARDS FOOD WASTE IN FAMILIES WITH CHILDREN

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BACKGROUND

Large amounts of the food produced for human consumption are wasted worldwide, which has serious environmental, monetary and social consequences

Food waste represents “*any food, and inedible parts of food, removed from the food supply chain to be recovered or disposed*” (Fusions, 2014 pag.6).

The **consumer level** is the biggest contributor

- ✓ average Dane wastes 82.6 kg of food per year
- ✓ **households with kids** waste more



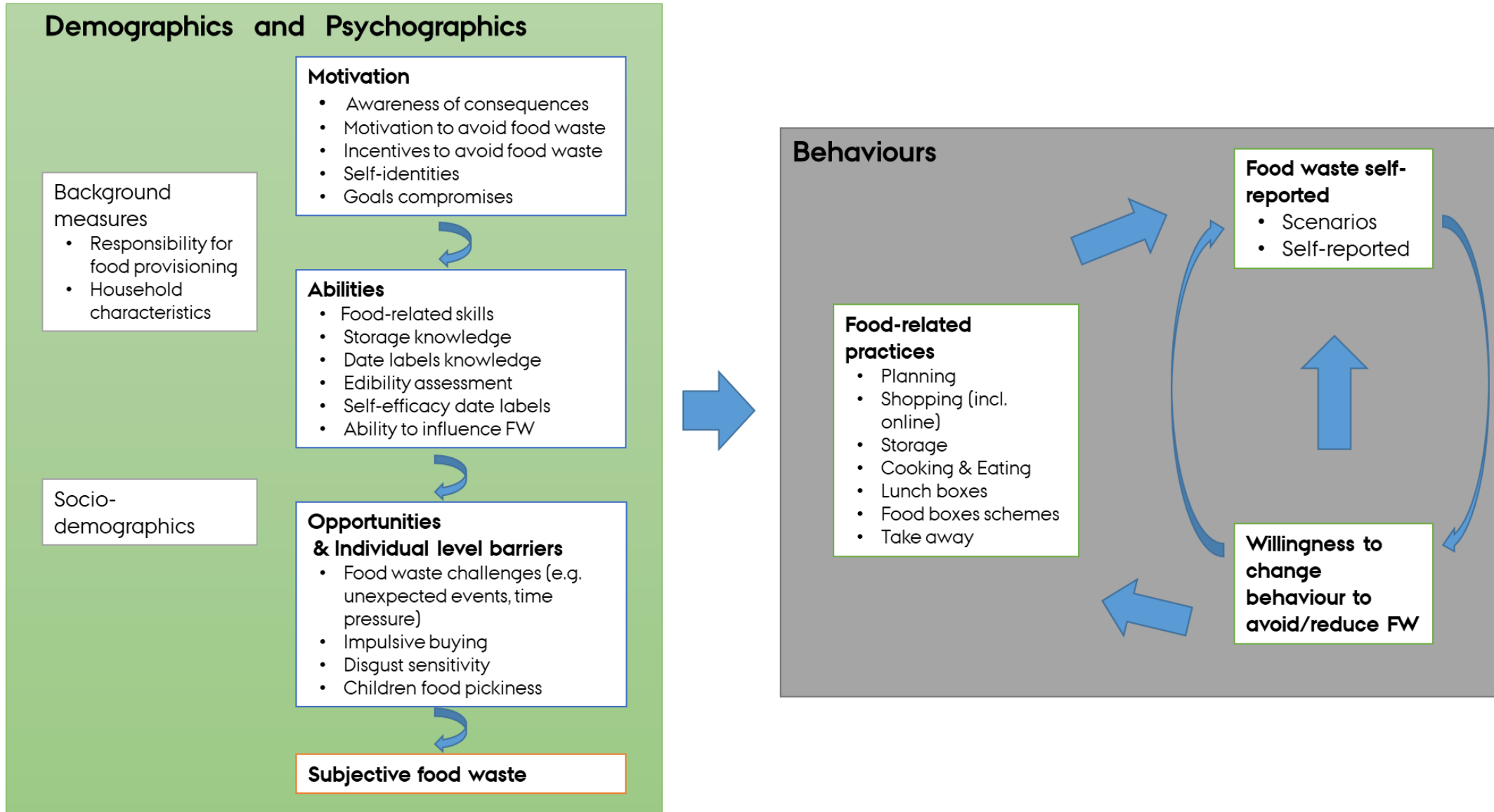
PROJECT AIM

- ✓ To explore drivers of consumer food waste among families (of different socio-demographic backgrounds) with children in the household



The study provides insights that can help overcome barriers to food waste at the household level among families with children

CONCEPTUAL FRAMEWORK



METHOD

Online survey

Respondents

- ✓ Adults with children under the age of 18 in the household
- ✓ Representative sample (based on gender, age, and region)
- ✓ At least partial responsibility for the household's cooking and/or food planning activities.

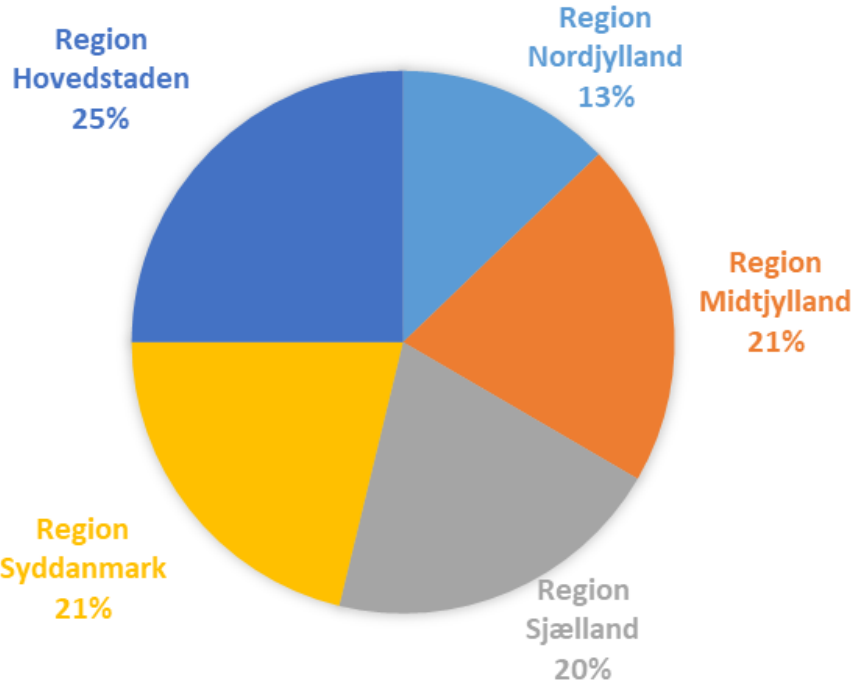
505 participants completed the survey

Upon examining the data 18 responses were removed.

The final sample consisted of **487 participants**.

SURVEY PARTICIPANTS

Age groups	18 to 34	11%
	35 to 49	71%
	50 to 64	18%
Gender	Male	47%
	Female	53%
City size	Capital city	19%
	City	11%
	Large provincial town	25%
	Small provincial town	27%
	Village	12%
	Rural area	7%



FOOD WASTE: SELF-REPORTED PAST WEEK

1. Please tick the boxes of the **products that were disposed of in your household in the past week**. In case of complete meals, please report the main ingredients separately.
2. In your household, **how much** [type of food] was disposed of **in the past week**?



FOOD WASTE BY SOCIO-DEMOGRAPHICS

Most socio-demographics had no relationship with food waste, except:

- ✓ those with low income (<400.000 DKK) waste less than those with high income (>700.000 DKK)
- ✓ those living in a large city (e.g. Aarhus, Odense, Alborg) waste more than those living in the capital city (Copenhagen)



FOOD WASTE FROM CHILD PLATE

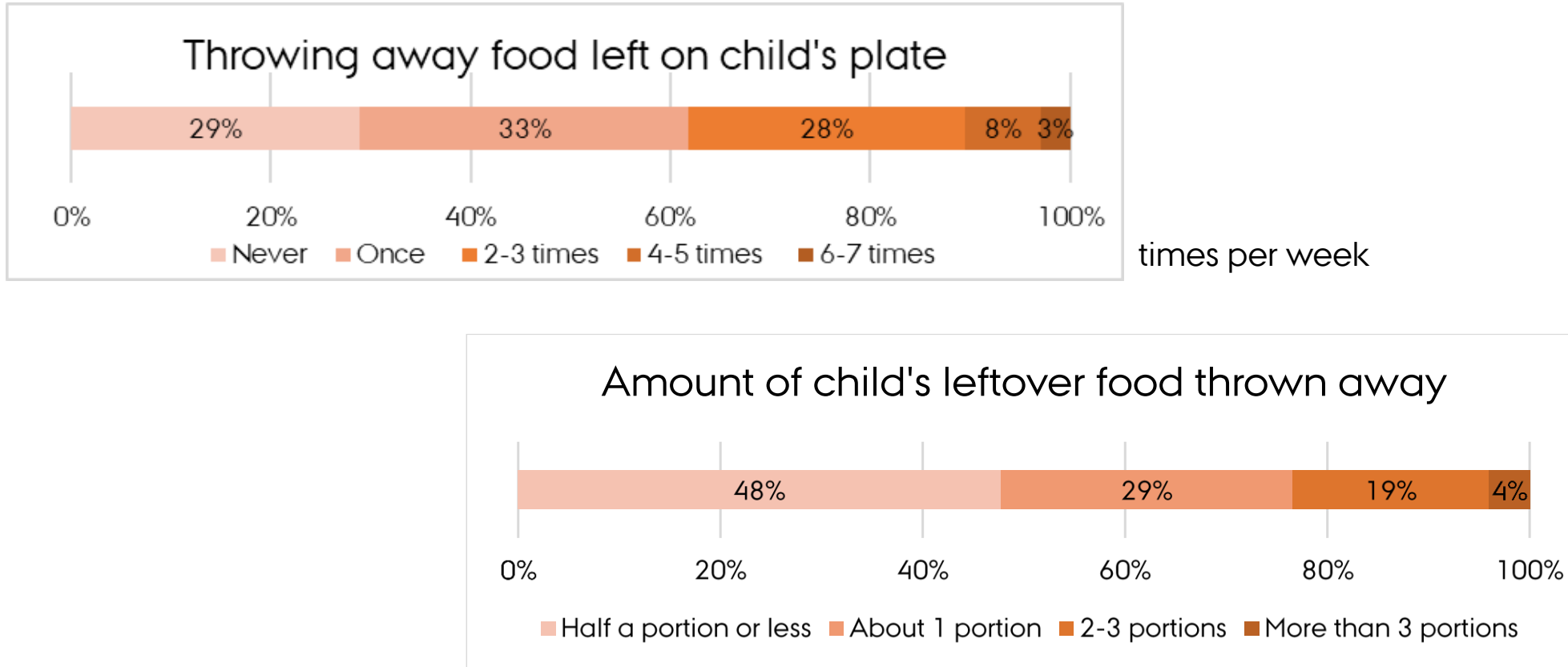
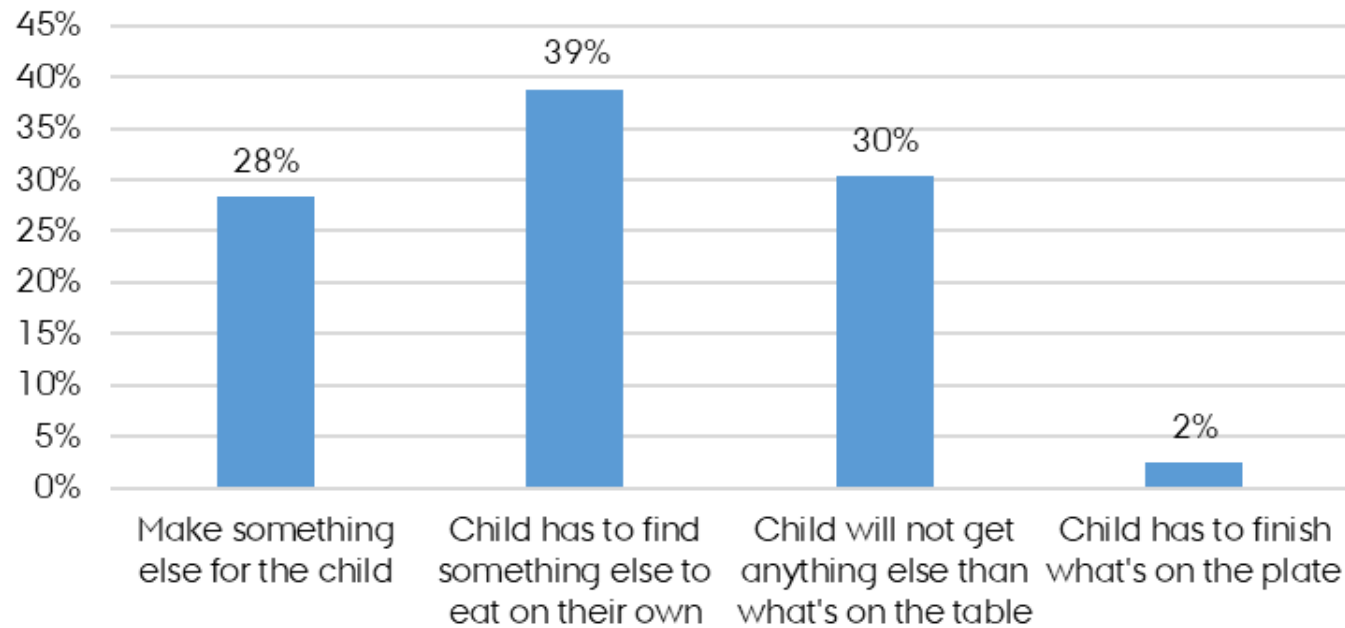


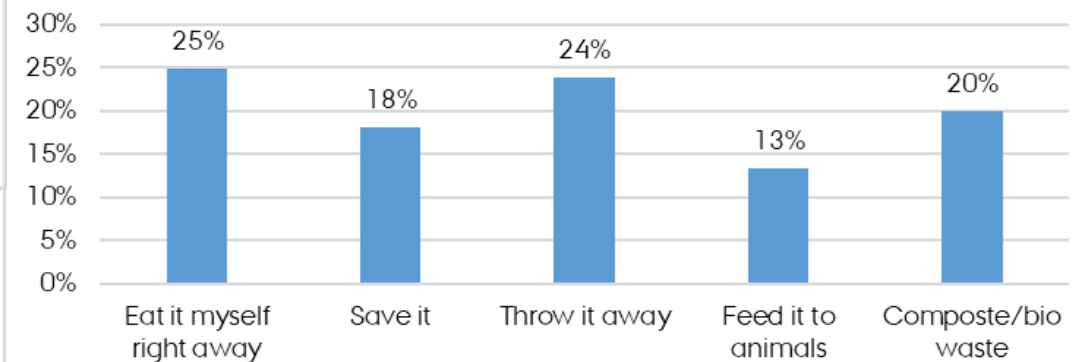
Figure 1: Estimated amount of leftovers on the child's/children's plate thrown away in the last week. 1 portion is equal to a handful of food. N=346.

FOOD WASTE SCENARIO: DISLIKE DINNER

Child dislikes the dinner



The child's leftovers



FOOD WASTE & FOOD PRACTICES

- ✓ Food waste is inter-related with many food-related practices
- ✓ Several practices have been proposed as preventing or promoting food waste in households
- ✓ Changing such practices is one route to reduce food waste



FOOD WASTE & FOOD PRACTICES

Food practices associated with self-reported food waste in past week

Associated with higher food waste in past week (+)

- ✓ Shopping too much
- ✓ Cooking what parents know the kids like
- ✓ Cooking more intentionally so there is enough
- ✓ Not eating all food available at mealtime

Associated with lower food waste in past week (-)

- ✓ Using leftovers and food close to expiry
- ✓ Storage practices to prevent food waste

Only significant **correlations** displayed

FOOD RELATED PRACTICES: SHOPPING

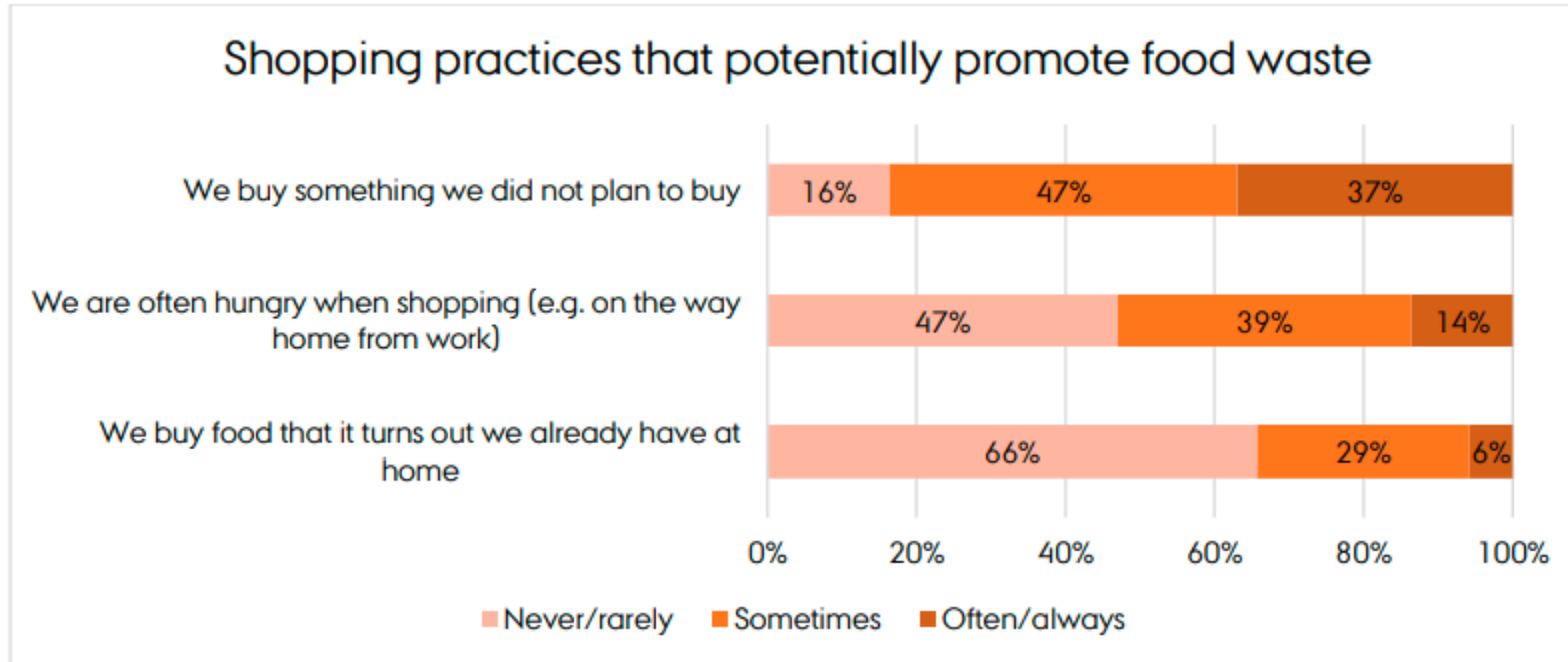


Figure 10: Shopping practices. Scale collapsed. N=487.

FOOD RELATED PRACTICES: COOKING AND EATING



Cooking practices that potentially promote food waste

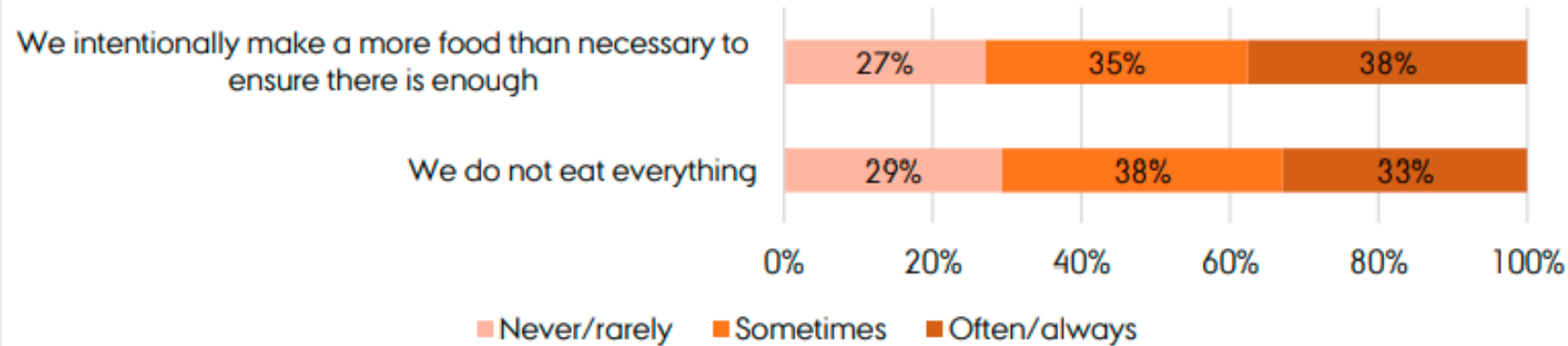


Figure 15: Cooking practices. Scale collapsed. N=487.

FOOD RELATED PRACTICES: STORAGE

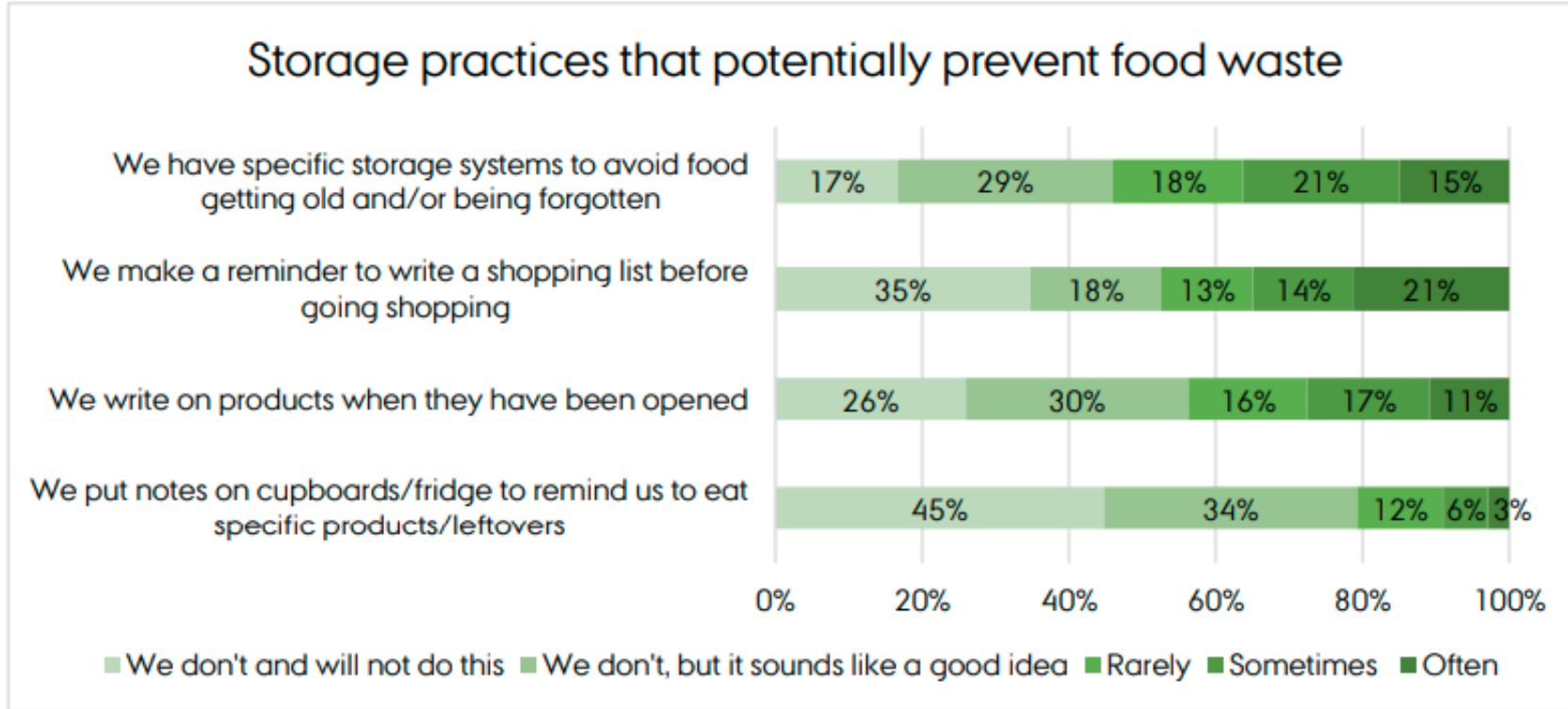


Figure 11: Storage practices. N=487.

FOOD WASTE & WILLINGNESS TO COMPROMISE

Addressing people's willingness to compromise can contribute to lower food waste

	Willingness to compromise
Food waste in past week self-reported	-.150***

Willingness Compromise – example items

- We are willing to change our food habits to reduce food waste
- We are willing to compromise on product quality (e.g. taste) to reduce food waste
- We are willing to compromise our time to reduce food waste

FOOD WASTE & MAO FACTORS

Motivation-related

- Awareness of economic consequences (-)
- Awareness of food waste amount (-)
- Motivation to reduce food waste (-)
- Thrifty self-identity (-)
- Environmental self-identity (-)

Ability-related

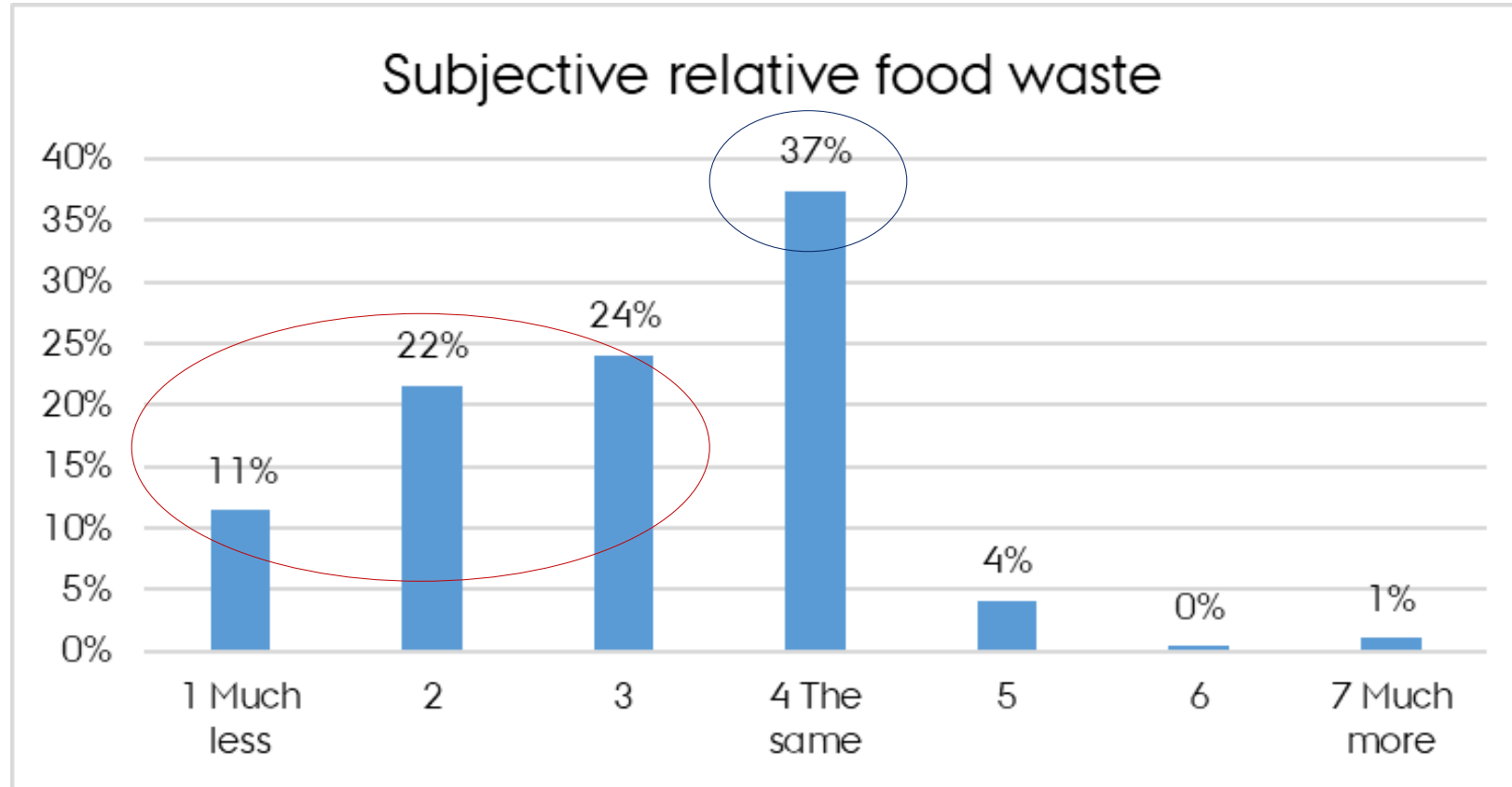
- Skills related to food (-)
- Self-efficacy with date labels (-)
- Ability to reduce food waste (-)

Opportunities or Individual barriers

- Child pickiness (+)
- Disgust sensitivity (+)
- Impulsive buying tendency (+)

Only significant correlations displayed

WHAT DO PEOPLE THINK THEY WASTE?



How do you think your household's level of food waste is compared to other households like yours (households with similar / same characteristics as yours)?

CONCLUSIONS

- ✓ The types of foods most wasted match previous findings
- ✓ Willingness to compromise is important in reducing food waste as it requires that people think about waste in the context of other factors that are important in food provisioning
- ✓ Many practices can be targeted as they associate with food waste and willingness to change
- ✓ Motivation, ability and opportunity factors can also be targeted, although their effect will be mostly indirect

Main barriers

- ✓ Child pickiness
- ✓ Disgust sensitivity & Impulsive buying tendency
- ✓ Subjective food waste – most people think they waste less or same as others

Thank you for your time



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