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Oral Presentation

Analysis of Consumers' Shopping Behavior in terms of Food Waste: Case Study of Canakkale Province

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Abstract

One of the most important social and economic problems of societies is starvation and undernutrition. In the world of about 7 Billion people, more than 800 Million people struggle with hunger. In spite of this, 1.3 Billion tons of food is wasted each year, which is an economic value of 1 Trillion $. Behavior of food waste directly affected by consumers' attitudes towards shopping. The aim of this study is to determine some attitudes and behaviors of consumers in the context of food waste within the province of Canakkale. The primary data in the study were obtained through a face-to-face survey of 400 consumers identified by the Simple Random Sampling method. Consumer attitudes and behaviors were measured using the 7-Point Likert Scale. Basic statistical methods were used in the analysis of the data. According to the results of the research, consumers' behaviors on food purchase have a direct effect on wastage. Behavior such as making a shopping list, not going shopping when feel hungry, making frequent purchases and checking the amount of food in the house before shopping is important for reducing the amount of wasted food.
It is thought that the development of informative and educative efforts in various ways will be effective in preventing food waste.

Key words: Food waste, consumer, shopping, behaviour, Canakkale, Turkey.