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Oral Presentation

Analysis of Consumer Attitudes and Behaviors Affecting Food Waste: Case Study of Canakkale Province

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Abstract

Food waste is a concept that arises as a result of incorrect attitudes and preferences of consumers on the subject of shopping and kitchen. With increasing world population, hunger and malnutrition on the one hand, and food waste on the other, have been rising. The importance given to this topic in recent years and the studies in this area have been increased. The aim of this study is to determine consumer attitudes and behaviors related to food waste in Canakkale. The data of the study were obtained from the face-to-face surveys with 400 consumers who determined by the sampling result in Canakkale province center. Consumers' attitudes and behaviors related to food waste were measured by the 7-Point Likert Scale. In the analysis of the data, Confirmatory Factor Analysis and Structural Equation Modeling were applied as well as basic statistical methods. According to the study results; 10.8 % of consumers indicated that they made food waste, 60.0 % said they sometimes waste, and 29.2 % said they did not waste. Planning Routines were not found to be significant, while Shopping Routines were positive on Food Waste behavior and Intention to Not Waste was on the negative side. Accordingly, the fact that consumers tend to buy more food than they need in shopping increases food waste, while the Intention not to Waste increases food waste tends to decrease. Ethical attitudes were found to be significant in the positive direction while Sensory behavior control is significant on the negative side on Shopping Routines. Ethical attitudes in the negative direction and Subjective norms in the positive direction were found to be significant on Intention to Not Waste. Food waste is an ever-increasing problem that can be prevented. Methods such as public spots, hand brochures should be used to draw attention to food waste and raise public awareness. In addition, in order to gain this awareness at an early age, informative meetings for children and young people should be organized.

Key words: Food waste, Consumer, Attitude, Behaviour, Canakkale, Turkey.