



Guillaume LE BORGNE (IREGE, USMB)

Consumer's concern for food waste: Conceptualization, antecedents and behavioral implications

Food waste is a hot, local and global issue. Even if most consumers waste and do not intend to waste, they still end up wasting food. Marketing research has insufficiently addressed this contradiction and, by defining and measuring consumer concern for food waste (CCFW), this study contributes to fill this gap. Two qualitative studies set in France explore food waste concern and its antecedents. Then, a first quantitative study proposes a valid and reliable measure of CCFW. The last study examines the links between concern for food waste, its antecedents, and various food-related behaviors. Empirical data reveals two dimensions for CCFW that have very distinct influence on food- and waste-related behaviors. The first one, “individual/interpersonal concern”, has strong effects on these behaviors, whereas the second one, “global concern”, has no significant effect. For researchers, the authors provide a model integrating antecedents and behavioral consequences of CCFW. For both policy makers and managers, the identification of consumer profiles in relation with CCFW and other variables (e.g. economical concerns, involvement with food) allows suggesting differentiated recommendations.



18-10-2018 : SAVE THE DATE !

Muriel FADAIRO (IREGE,USMB)

Separate the Wheat from the Chaff? Organizational Design and Signaling Issues in Brazilian Franchising