

Ethically – Minded Consumer Behavior: Understanding Ethical Behavior of Consumer towards Food Wastage

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Abstract:

At the end of the supply chain, the Aim of Research has pointed to the ethical behavior aspect of decisions that lead to food waste. The present study reviews the literature on food wastage to reveal the role of ethical behavior among consumers in controlling, reducing, and preventing food waste. Analysis methodology The research is literature-driven and aims to expose the ethical consumer conduct that underlies the behaviors that contribute to food waste. To deliver unconventional research ideas that underline the interplay of these factors, it uses previous studies in the fields of responsible consumerism, food wastage, pro-environmental actions, and sustainability. Based on the literature, the paradoxical existence of the predicted effect of ethical conduct was considered and verified. The results indicate that the expectation of ethical conduct due to desires to be remembered as a good provider or to show one's love can lead to acts that contribute to reduced waste while anticipating a lack of ethical conduct can generate a negative result concerning food waste.

Keywords: Consumer behavior, ethically–minded, Food wastage, consumerism.

Introduction:

Studies conducted by Balderjahn (1988), Schwepker and Cornwell (1991), and Sparks and Shepherd (1992) have regularly discussed the professed control on the behavior which could have had a notable collision with the commitment with the action, it is noted that the situational attitude may be altered in case of heavy wastage which is ongoing in the food sector. Praktkanis,

Breckler, and Greenwald (1989) argue that the desire for the actions and the professed self-efficiencies which would be of gaining confidence in their abilities for carrying out the actions are more important for consideration when environmental behavior is noted. Hence, one needs not only to believe in their actions but also, make the difference which is required in the area, hence contributing towards the anti-waste engagement. When the topic of food wastage has discussed the point of environmental behavior is often discussed, as it causes a deep impact on the societal influences and presentation of self-playing an important role (Sadalla and Krull, 1995; Lam, 1999) hence, conceivably the more the professed gain for an ethically minded consumer, the more one would become a consumer with ethics with not just in theory but also behavior-wise.

The process is a continuous one, which calculates the progress concerning the existing predilections based upon the previous consuming patterns and more importantly occurring changes only under exceptional situations (Evans, 2012; Watson & Meah, 2012). The stated changes can only be either conveyed by radical changes due to economic factors or some other factors like the environmental concerns or concerns related to one's health (Brook Lyndhurst & WRAP, 2010). In the nations which are widely developed, the political matters which are concerned with the impact on the environment have a say towards heaving awareness more successfully than any political matters of information on healthy living and lifestyle. The above discussion reasons on the fact which details a consumer's concern towards the food industry and growing wastage in recent times (Dobson & Gerstner, 2010). The impacts on the environment with special mention of the food consumption had a direct or indirect influence on the choices of the consumers (FAO, 2013).

Hence, a form of attitudinal semblance has been observed to act as an influential factor for actions in the environment. Study as per De Young's (1986, 1996) is majorly based on the behavioral aspects of the environment concerning the inherent motive of the individual, which would ascertain that there would be the presence of an individual with ethical consumerism towards the food wastage problem. Fishbein and Ajzen (1975) have published the significance of the study, where the rejoinder of the efficacy, which would eventually imply that the actual belief over an individual's action would impact the environment (Samuelson and Biek 1991;

Roberts 1996). It is well debated that the action over the topic of food wastage is a much desirable one. But it is also a point of evaluating the outcome which is likely to occur (Fishbein and Ajzen, 1975). Hence, an example may be cited which is, that what the possible costs are or perhaps, rewards. In casing where there is food wastage, it is quite obvious that it notes come cost financially. Moreover, Tonglet et al. (2004) has suggested that the behavior leading towards minimization of wastage is possibly influenced by the environmental and community factors. Which are also contributed by the perception of inconvenience, and time mismanagement along with lack of knowledge?

Lastly, the threat perceived for the self and other environmental problems affects if someone would choose the behavior of the environment (Barr & Gilg, 2007). Nonetheless, another point

of concern which has been quite of the topic of discussion in recent times is the topic of climatic changes (Baldassare and Katz 1992; Sguin et al. 1998). If compared with the present scenario, concerning wastage of food, must be a bigger problem than it is perceived. Concerning the perceived threat to the problems of food wastage, it is more to be thought about the ways to engage in anti-wastage. It is often mentioned that concerning the problems of wastage of the food, motivation towards anti wastage is lesser. The media is picking up some pace concerning food wastage as a worldwide issue.

Literature Review:

Consumer behavior towards food wastage:

It is quite significant to comprehend the basic differentiation of food losses and food wastage concerning their connectivity of an ethically minded consumer (Brunner, van der Horst, & Siegrist, 2010; Buckley, Cowan, & McCarthy, 2007; Shove, 2003). Food losses would be defined as the lost food which was edible and is a result of poor management during the food supply chain which would be exact to say food which could be utilized but was lost due to mismanagement or poor handling (Burnett, 1979; DEFRA, 2015). Whereas food wastage would be considered a wastage when the same edible food is lost due to the behavior or attitude of consumers, it can be during cooking, wasting through the plate, or even some other causes.

Hence the behavior of a consumer has quite an impact on agro-food supply chain management. The interface between the retailers and the ethically minded consumers is of significant importance and facilitates an enhanced conception of wastage of food concerning the supply chain. The waste occurring is anticipated to be around 35% of the total losses of food occurring globally (Cuesta, 2014).

Among the industrialized nations, food consumption wastage is estimated to be more than half of the total food losses. While, among the poorer nations, it radically moderates to the amount of approximately 5% of the total food losses. A high correlation has been noticed among the levels of food wastage with high per capita income. During the consumption stages of the food chain, the difference between the agri-food supply chains is quite different within nations. The food consumption decision-making process is an important application of behavior economics (Just, 2011). Most of the pronouncements declared by the ethically minded consumers which occur on a day-to-day basis; are ended without much thinking about it. Impulsive behavior is observed as an important driver and on most occasions, the reasoning is not much accounted for during the decision-making process despite some decisions that might look or even overlook the past experiences of the ethically-minded consumer.

Most decisions occur in a situation where past experiences and habits play a significant role, less understanding, lesser appreciation, and some more different reasons. The decisions of food consumption as taken by older people are the outcomes of a process through which learning has been a part of every individual's childhood (Brook Lyndhurst, 2007).

Changing basic nature and habits is a difficult task; one reason owing to it is because the ethically minded consumers gain their information through various sources (Graham-Rowe et al., 2014). Though most have concerns about the public domain, their private interests conflict with each other. For example, do children eat cereals sold in attractive boxes because of the gift included inside or because of the cereals' taste? Packages are extra-large to make them appealing but they hurt the environment (Brunner et al., 2010; Hartmann, Dohle, & Siegrist, 2013).

In most nations, many people are not habitual of eating fresh fruits and vegetables. This habit can be problematic in later life. Promotional activities that are aimed towards acting as an influence of these habits often show lesser results as much required (Evans, 2012).

The older people generally tend to intake more fresh food because of fear of

the immediate side effects that can be shown because of healthy eating. It is an enhanced amalgamation of better understanding and better circumstances for individual health that acts as a forcing factor towards the betterment of food habits (Brook Lyndhurst, 2007; Evans, 2012; Parizeau, von Massow, & Martin, 2015; Quested, Marsh, Stunell, & Parry, 2013).

Even though the flexibility capacity could be lower with special reference to times of economic catastrophe, ethically minded consumers switch their eating habits because of economic precincts (Brook Lyndhurst, 2007). The food that is wasted can be reduced if the consumers are more informed and influenced by ethical consumerism. Similarly, the likeliness of certain segments of the people towards the ethical issues like those of poverty in the growing nations due to form quite an impact on the food wastages (Joerissen et al., 2015; Koivupuro et al., 2012; Parizeau et al., 2015; Quested et al., 2013a).

A large number of food products are wasted during the distribution chain and by the consumers whether they are ethically minded or not. Food that gets wasted has been quite a topic of controversy because of many reasons (Gofton & Ness, 1991; Warde, 1999). For the production and distribution of food and its products, it requires a huge amount of resources and energy along the food chain. When it gets wasted, it embodies the very resources and energy going down towards wastage which eventually leads to an unnecessary impact on the environment. To understand food consumption patterns, one must deeply study the basic habitual patterns of individuals (Barker, McClean, Thompson, & Reid, 2007; Brook Lyndhurst, 2007).

It is progressively been noticed that when the food and its products are not timely utilized for consumption but rather are utilized for other reasons such as decoration, that is clearly not consumption then it directly makes its way towards the food wastage chain of command. The food can be subjugated during its production stages (Buckley et al., 2007), transportation, or well disposal area (Quested, Parry, Easteal, & Swannell, 2011).

This leads to some unwanted economic, social, and environmental concerns concerning the food sector (Quested et al., 2013a). In 2009, Rockström et al. reviewed which terrestrial system is closest to or already past a biophysical threshold.

Although the people in society are aware of the peril because of climate change and loss in biodiversity, the similar problematical imbalance within the nitrogen and phosphorous cycle has rarely been discussed. However, on the plant, the food systems are quite stressed because of the agricultural and food products production, particularly, because of which production of those food products which more efficient concerning the production of food is quite significant (FAO, 2011, 2013).

a discriminatory and unfair luxury, which people should not be doing. People who do not display ethics with attitude in alignment with behavior are making it challenging for providing food for most people who cannot afford it. Reduction of food wastage is by far the most necessary action that must be taken to have a very sustainable food environment (Gjerres & Gaiani, 2013; Qusted, Marsh, Stunell, & Parry, 2013).

Largely, wastage of food is mostly considered to be, any edible product which has the ability by removing from the food chain, it can be recovered (including composted, crops plowed in/not harvested, anaerobic digestion, bioenergy production, co-generation, incineration, disposal to sewer, landfill or discarded to sea). As per the discussion, wastage of food covers the losses in the food sector right from the inception of food stages. Especially in the case of developing countries, the excess surplus food has been observed to be more wasted during the later stages of the food supply chain (Göbel, Langen, Blumenthal, Teitscheid, & Ritter, 2015).

An ethically-minded consumer's role concerning the issues of the food wastage scenario is crucial in both developed and developing countries. Many researchers have indicated that the food wastage as per the households could rise more significantly (Loebnitz, Schuitema, & Grunert, 2015).

Indicators have shown quite a massive increase concerning the problem of household wastages to be increasing in India to be high. Even though, most current data has shown that with certain specific consumer actions the development of the nation can be downward in this area. For example, a decrease in food waste by 21% was seen in the U.K. between 2007 and 2012, and 19% of Danish respondents self-reported that they waste considerably less food than before (Fuchs, Kalfagianni, & Havinga, 2011; Halloran, Clement, Kornum, Bucatariu, & Magid, 2014).

In such nations, social activists and organizations with a social concern have claimed that debating on the issue of food wastage has been an influential factor in creating a positive impact

over people thus creating more ethically minded consumerism. Yet though, it finally is the role of the consumers who play a crucial part in being ethically minded as well as practicing ethically-minded behavior via their household and in-store choices.

Their food perceptions on the anticipated or the actual front both are critically important for the stakeholders to make decisions along with the food supply chain. For example, retailers apply aesthetic standards to accept or reject foods based on the assumption that consumers will only buy foods fulfilling these standards (Aschemann-Witzel, de Hooge, Amani, Bech-Larsen, & Oostindjer, 2015).

We call food products that are wasted at the consumer level even though they are edible “suboptimal foods”, defined as foods that consumers perceive as relatively undesirable as compared to otherwise similar foods because they either: (1) are close to, at, or beyond the best before date; or (2) deviate (visually or in other sensory perception) from what is regarded as optimal (usually equal to what is perceived as “normal”).

The choice of whether procure or not in the stores or whether to consume or not in households is subjective. Food products that are sub-optimal cover the foodstuffs which cause the maximum amount of wastage of food in the sector. Like, most food that is not utilized is often made its way to the garbage bin. Moreover, the categories of food which have the maximum sustainability relative impact on the environment are defiantly part of the garbage bin (European Commission, 2010; FAO, 2013; Williams & Wikström, 2011). Collectively all of these food scraps and food which is leftover together categorizes as consumer-related food wastage.

It would be difficult to note an accurate sum of food wastage as per the differentiation, but there is several cited data which may help provide an insight of the relations the food wastage occurring within the stores and the household sector (Benn & Bolton, 2011; Carroll & Shabana, 2010).

Theoretical Background:

The theory of reasoned action by Ajzen and Fishbein, 1980 has stated that ethical behavior has to be unwavering of intention, which is a utility of approach towards the ethical conduct and prejudiced standard. Suitably conceptualization and well-assessment of attitude envisage individual behavioral intentions. Additionally, attitudes would envisage behavior efficiently only in case of a towering association amid the stance object and the behavioral preference. Barr & Gilg (2007) investigated certain variables based on situations that act as an influencer for some environmental action (for example, physical infrastructure, geographical location, socio-economic structure, and knowledge) and they are relative with the specific perspective behavioral (Barr & Gilg, 2007). Therefore, hauling arrangements, such as living area, educational background are some significant factors that have influencing edge, inclusive of anti-wastage. Also, awareness is a very important key capricious observed to affect behavioral patterns concerning the environment (Kallgren and Wood 1986). It has also been observed by

Oskamp et al. (1991) who has argued that the higher the level of understanding of being environment friendly, it may affect behavior towards the environment. Thøgersen (1994) has also referred to the above discussion concerning the consumer case of handling wastage to consider the consumer's ability for carrying out their intention for waste management. The concept of abilities has been equipped well, were first being task knowledge (Verhallen and Pieters, 1984) and second being, habit (Bagozzi, 1982).

For potentially wasting food in a much lesser quantity, the ethically minded consumer must possess knowledge on the food products. Berger and Luckmann (1966) point out those most human activities are habitually driven, and if an action is repetitive, can be cast into a pattern. Consequently, the habits make a person free of undertaking an everyday activity with the least amount of effort and making a decision. Hence, if wasting of food becomes a habit, then it is much in con-occurrence with the process of decision making.

Ethical Consumer behavior towards food wastage

The wide-ranging deportment on the concept of ethical consumerism is quite significant to understand and begin with. Often the economist discussion on consumerism implies the respondents who can make cash expenditures.

Whereas, as per the nutrition experts only make opinions and conclusions based on the ones who ingest their food and their likes. However, only the ones, who consume food, cannot be labeled as the ethical consumer categories, for example, parents or loved ones consuming to save wastage or help. Consumption also takes place as a background activity, for example, a means for conversation, or sharing some daily activity (Kneafsey et. al, 2009) for example eating. Consumers are viewed with different viewpoints, they can be viewed as consumers with knowledge and power, or even they can be un-polite or maneuvered type of people, hedonistic consumer or the altruistic, collective (and perhaps ethical) oriented consumer (Gabriel & Lang, 2006; Clarke et. al, 2007).

Nevertheless, the studies have considered the respondent an individual with various altering veracity, a “discerning, choosey consumer [which] embeds altruistic, humanitarian, solidarity, and environmental commitments into the rhythms and routines of everyday life” (Clarke et al. 2007: 233). Hence, an ethnical consumer is recognized as a person who has a contradictory attitude, and practices. LeeDecker, 1994; has published the behavior of a consumer concerning an individual’s house, or expenses born by a group and especially when there is acquiring, procuring, and discarding of materials. Moreover, for the study of ethical consumerism, a household is preferred, where persons who have a common interest and residence and are bonded by kinship, blood, and economic relationship (Netting, 1982; Wilk and Rathje, 1982). The review of literature is considering theories that have studied green consumerism as well along with ethical consumption, to understand the wider perspective of the situation. The concern for the environment has been since decades now, and many researchers have given

environmental consciousness definition and names as per their study, for example: ‘environmentally conscious consumers’ (Ottman, 1993) ‘ethical consumers’ (e.g. Black and Cherrier, 2010) or ‘green consumers’ (e.g. Elkington et al., 1990; Tanner and Kast, 2003).

As ethical consumerism and ethical behaviorism involve engagingly in certain forms of behavior, which goes further than just rewarding the needs of the individuals (Harrison et al., 2005; Ottman, 1994); it is a general feature observed that individuals wish to utilize their time and money to articulate apprehension and concern for the environment. It can be stated that these ethically minded consumers share anxiety that procuring with ethics is not just a choice solely on them but everyone around must collectively work towards it (Harrison et al., 2005: 2). The review of literature inspects with a focus on the consumer's attitude concerning the unethical behavioral aspects and the consumer's inclination towards engagement into unethical behavioral practices (cf. Jones and Kavanagh, 1996).

All around the globe, people have been discarding food that has already been produced on a massive scale. As per the study by FAO (2011) approximately 280-300 kg per capita per year in first world countries and close to 120-170 kg per capita per year in third world countries, is wasted which can be avoidable in proper measure and actions are taken promptly (Refsgaard and Magnussen, 2009; Swami et al., 2011). Food wastage is a reoccurring phenomenon at different stages in the food cycle. The wastage of food will occur, right from the harvesting time, while it moves through the manufacturing and later towards the distribution. Even while in the consumption stage, the problem of food wastage is not finished. Yet, in the complete food cycle, the largest contribution towards food wastage comes from the household sector (EPRS, 2014; FAO, 2011 and 2012; Thøgersen, 1996; Williams et al., 2012).

As per the literature review, losses in the food sector are referred to as the reduction in the consumable food in the entire food chain which especially is the food which can or could have been consumed but rather reached the dumpster. Such food losses have been known to occur in every stage of the food chain, which could be during the post-harvesting, processing of the food material, or during the consumption stage (FAO, 2011; WRI, 2013). Until the food reached its final stage of retailing and consumption it is mostly referred to as losses in the food sector, but when it reaches its stage where food is retailed and then consumed, the left food which does not get consumed is termed as wastage of food (Parfitt et al., 2010; WRI, 2013).

It is anticipated that in the developing nations approximate to 40-45% of wastage is occurred during the post-harvest and food processing level. Whereas, in the countries which are more industrialized roughly 40% of food wastage will occur during the retailing and consumption stages. Even though, ethically minded consumers have been known to be one of the biggest providers of the huge volumes for food wastage, but what are the basic drivers of food wastage contribution in the houses is still not well known (Stefan et al., 2013).

Besides little is known on the research for what would be a consumer's choice of food so that wastage is lesser done. Studies have however shown contradictory results for ethically minded consumers to depict, ethical attitudes and intentions towards the issues and concerns dealing with food wastage but their actual on-ground behavior, however, has been very different (Bolton and Alba, 2012). The researchers in Italy (Capone et al., 2014; Garrone et al., 2011; Segrè and Falasconi, 2008 and 2011; Waste Watcher, 2013) have investigated pretty much similar issue dealing with food wastage, where they were understanding drivers of food wastage in the Italian households. Another factor to seem important and missing has been the minute insights considered in the houses.

Although the themes covered in these researches represent an important starting point there is still a lack of understanding of the nature of household food waste behavior in Italy. As sustainable household waste management is becoming an important concern for local and national authorities also in Italy a good understanding of factors that contribute to the amount of wasted food seems to be essential if we/they design effective interventions. The ethically-minded consumers make choices in the products depending upon the combination of various attributed by the products and their requirements depending upon the value, cost, and prior satisfaction (Kotler, 1997). The attributes of the products may either be of the core nature group which is useful in delivering benefits of basic nature or supplementary or tangential attributes which good in providing auxiliary benefits and are significant in providing added-value and differentiation (Zikmund and d'Amico, 1993; Fuller, 1999).

From a respondent's perception, the products with high significant value comprised of nucleus aspects, which will include the well-designed presentation and unessential presentation which is useful in secondary benefits for enhancing the environmental concerns. The issues and concerns on the environmental front are relative to the product such as wastage of not only the consumable solid items but items like water, an alternative source of energy, and eventually, help in differentiating the products of importance. (McDaniel and Rylander, 1993) has suggested that ever since the contentment of desires are ignored, the longer and better benefits for the society and the environment with the reference towards the milieu of sustaining the requirements and desires of ethically-minded consumers are required to be considered again (McDaniel and Rylander, 1993).

The Societal promotional philosophy clinches' that the organization should make effort to determine the requirement, wishes, and benefits of consumers and for conveying the required satisfaction with more effects and in an efficient manner than its competitors, in such a way that it should augment consumers and social well-being (Kotler, 1997, p. 27). Finding products that would prove to be absolutely 100% friendly with the environment and society is very challenging. Especially, Ethical consumerism is not just the ethics of a consumer, but also, it looks forward to meeting its consumer's expectation to provide products which are environmentally and socially friendly. A product would be termed as an environmentally

friendly product if, the product is produced and processed with an aim that its production and usage cause the least negative environmental impact possible.

This is popularly known as improving quantifiable enhancements that take place through the complete product life cycle (Hindle et al., 1993; Pujari and Wright, 1996, 1999). The technological and procedural changes are common and with fast pace taking over, as cleaner technology are taking over in the ethical consumer market. Also, it may be assumed that the product might be recycled or reused; it might be bio-degradable or cause the least possible harm to the environment when discarded. This will reflect the choice of materials, the amount of wastage it produces, the best possible way of utilizing the product, the proper way of disposing of the product, and how well it is in alignment with the safety measures (Shrivastava, 1995a). Either a More or lesser manner, but the significance of environmental benefits is high. It has been quite well noted that any product which is environment friendly, it must be considered as an important choice for a consumer. To qualify as a choice for the consumer it must be considered as a choice of product among the consumer folks, which will only happen if the product performs satisfactorily enough. But satisfactory performance the study implies that the product must be environment friendly at all stages and gain the consumer's acceptance over important characteristics like a consumer might want to procure certain products but is facing restriction or conflict that might create a resistance to adopting pro-environmental behavior. It has also been noticed that an ethically minded consumer has ethical viewpoints and has a desire to be environmentally friendly and socially responsible, but at the same time is very much used to his/her lifestyle (Schwartz, 1990; McDaniel and Rylander, 1993).

The consumer might wish to contribute towards a greater social cause but is reluctant in sacrificing his/her convenience (Simon, 1992; Stern, 1999), or maybe even pay extra to act actually towards being environmentally friendly (Peattie, 1999b). As per Ajzen's (1988) theory of planned behavior ethically-minded consumers' intentions and actual behavior might be an outcome of influence because of many factors like knowledge of an individual, performing ably, and behaving environmentally (Pieters, 1989; Olander and Thøgersen, 1995). As per some studies, it has been suggested that organizations have been charging a high price for products that are more environmentally friendly so that additional cost may be recovered, this is inclusive of the preliminary set-up cost that is incurred during the production time. Also, the process of distribution, cost of recapturing and resuing, along with making it reusable, achieving high economies of scale (Wong et al., 1996; Fuller, 1999; Peattie, 1999a, b). Certain consumers are more amenable towards the products which are environment friendly, and procure them as a choice procurement, these sort of consumers are the segment of consumers who do not mind paying extra premium charged on the products, rather their behavior is in alignment with their ethical attitude, hence keeping ethical consumerism in its actual self-position (Kassarjian, 1971; Freeman, 1989; Klein, 1990; McCloskey, 1990; Kapelianis et al., 1996; Laroche et al., 2001), others suggest otherwise (Wood, 1990; Simon, 1992; Sims, 1993).

As many as researchers may say, the actual market position says that when ethical consumerism is testified, not always an ethically minded consumer is happy to pay a higher price to upkeep with his ethical intentions (Fuller, 1999). Even though the researcher's ability on the topic of acceptance by a consumer for payment of high price towards the environmentally friendly products has appeared to be conflicting and contradictory, yet it has been noticed that ethically-minded consumers do tend to pay around 5% extra (Schwartz, 1990; Kapelianis et al., 1996; Speer, 1997). Nevertheless, research has also published that there are also a group of consumers who generally tend to pay a little more than 5% solely for providing benefits to the environment (Reinhardt, 1998); interestingly, the ability to spend might reach up by 20 % or even more (Roper Organization, 1990; Roper Starch Worldwide, 1997).

The phenomena do seem to hold a great impact, but even greater ability, when the benefits caused to the environment are professed to benefits to the consumer privately, either directly or indirectly instead or public products which eventually cause benefit to the society at large (Ottman, 1992; Gallagher and Kennedy, 1997; Marcus, 2001).

Discussion:

As Fishbein and Ajzen (1975) have argued, motivation has its roots in values, beliefs about outcomes, attitudes, and norms. An intention to engage in environmental behavior is the result of the subjective weighing of attitudes and norms concerning the activity. For instance, “a lukewarm attitude toward source-separating one’s waste may be compensated for by a strong social inducement to do so, and vice versa.” (Thøgersen, 1994: 151).

Hence, the gap identified from the above review is ‘Though the studies of consumers attitude indicate towards the behavioral aspects in wastage of food none of them adequately emphasized the impact of attitude on consumer behavior towards food wastage’ which further indicated towards the next theme in reviewing of Ethical consumer behavior. After the study of this the study to progress towards finding a solution towards the grave problems of massive food wastage in the country the study must progress towards gathering an in-depth understanding To reduce consumer-related food waste in developed countries, it is highly significant to know the factors which are crucial in shaping the consumer's perception and behavior concerning food wastage. This deep understanding calls for a deep examination of the previous studies and reports for conducting a better-targeted research study shortly.

The paper argues that, given the secret nature of the food waste problem, consumer food waste behavior can be best understood by focusing on the behaviors, routines, and habits of consumers. The incentive of consumers to reduce food waste may not be related to their actions, as shown by the lack of understanding of their behavior that contributes to food waste by consumers. In earlier stages of food intake, such as preparation without contact with food, Consumer food waste activity and storage can be distinguished between environments, as activities that control

leftovers have not been carried out, implying their anchoring within domestic food consumption. As a means of avoiding food waste, visceral contact with food, notions of confidence, and cultural standards surrounding appropriate food sourcing were obstacles to reforming and implementing sharing. The research poses more concerns about the behavior of consumer food waste in various contexts and how different sets of behaviors connect and affect both food intake and the behavior of food waste. As per this study, Consumers are perceived from various perspectives, they can be viewed as intelligent and influential consumers, or even they can be unpolitical or maneuvered kinds of people, hedonistic customers, or altruistic, collective (and therefore ethical) driven customers.

Conclusion & Suggestion:

In this paper, the literature review done so far reports the outcomes and direction of different studies performed earlier. Despite comprehensive research is done, as well as numerous previous experiences, several initiatives documented in the academic areas of research could not be found by the researcher. The literature review has helped to distinguish relatively significant points and discrepancies in previous studies. In this study, the research found that the conduct of consumers towards food waste in Indian households was to provide a complete illustration of the factors that make ethically-minded consumers part of the food waste society and the results show that the expectation of ethical behavior due to desires to be remembered as a good provider or to demonstrate one's love can lead to actions that contribute to. As part of the literature review, this enabled the analysis to further define and illustrate the fourth and final theme, "Gap in attitude to actions concerning social norms and ethics." There is also a call for the creation at individual and household levels of a sound measure of perceptions and attitudes towards food wastage among consumers. The role of examining the relationships of food waste activity with value structures, regulatory constraints, social expectations, etc. may be accomplished through more research on food waste.

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