



# Changing Consumer Behavior

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UNIVERSITY & RESEARCH





# Why do people waste food?

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- “We live in a throwaway society”
- The “excessive, wanton nature of contemporary consumerism” is seen as evidence (Evans, 2012)

Or do we?



# Research in REFRESH

- 🥦 Focus groups,
  - 🥔 4 countries (NL, Hungary, Germany, Spain)
  - 🥔 6 per country,  $n = 147$
- 🥦 Survey in the same 4 countries
  - 🥔 3354 households
  - 🥔 REFRESH measure of HH food waste



# Wasting is not carefree for consumers

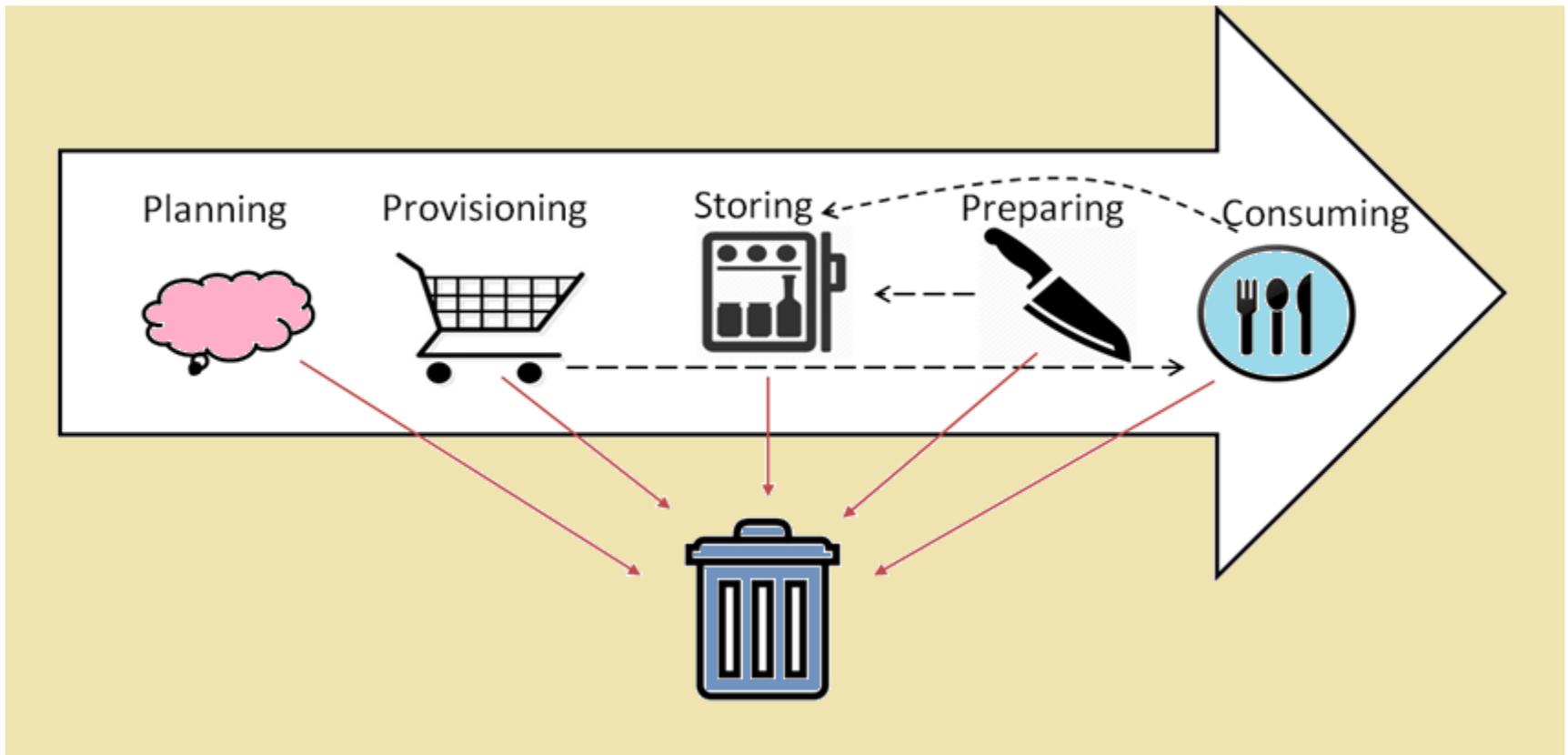
*"Every time I throw something in the trash, I feel like I'm throwing away a 5 EURO note."*

*"Doesn't hurt my pocket. It hurts my soul."*

*"Wasting is not acceptable to me at all. But if it happens from time to time then it happens."*



# Waste as collateral damage





# Waste prevention is not the main goal

Thus...

- Target household practices surrounding food
- Integrated with other goals





# Jamie Oliver and Tesco launch cookery school to fight food waste

Community chefs from across the UK will learn how to use unusual ingredients and avoid waste



“I’ve written these recipes to arm all those amazing community cooks with the tools to create something **delicious** and **balanced** for people who need it the most.”

By [Hannah Westwater](#) [@hannahjtw](#)

January 28, 2019

6/4/2019

[www.eu-refresh.org](http://www.eu-refresh.org)



Motivation



Ability



Opportunity



Household practices

Household food waste



# What affects food waste?

- Notion that others waste a lot
- Less negative feelings about wasting
- Important to have sufficient food
- Important to have tasty food
- Less importance attached to price



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Thus... set the right norm!



**EVERY AMERICAN WASTES  
290 POUNDS OF FOOD A YEAR**

COOK IT, STORE IT, SHARE IT.  
JUST DON'T WASTE IT.

**SAVETHEFOOD.COM**

**Ad Council** 



**most**

**UA students**

**work hard**

- **88% take 12 or more units/semester**
- **61% work at a job 11 or more hours/week**
- **85% talk to faculty about coursework outside of class**
- **Average GPA is a B**

**drink moderately**

- **64% have 4 or fewer drinks when they party**
- **Most average 1 drink per hour when they party**
- **73% do not miss classes due to drinking**
- **88% do not perform poorly on tests due to drinking**

**1 drink = 12 oz. beer = 4-5 oz. wine= 1 oz. liquor**

**CAMPUS HEALTH SERVICE**

Based on the following UA survey data: 2001 Campus Health Service Wellness Survey, n = 1220; 2000 Student Experiences Questionnaire, n = 3700

6/4/2019

w.eu-refresh.org



**Rosita** 🇳🇱 @rulesbyrosita · Apr 30

Appeltaartjes van bladerdeeg #verspillingsvrij



Appeltaartjes van bladerdeeg #verspillingsvrij - Rules by Rosita

Sinds ik bezig ben met sparen, kijken we hoe we kunnen besparen op boodschappen. Eten weggooien is zonde, dus maakte ik appeltaartjes van...

🔗 [rulesbyrosita.nl](https://rulesbyrosita.nl)



# What affects food waste?

- Notion that others waste a lot
- Less negative feelings about wasting
- Important to have sufficient food
- Important to have tasty food
- Less importance attached to price

But NOT:

- Awareness of consequences
- Opinion of others
- Important to have healthy food



# Thus...

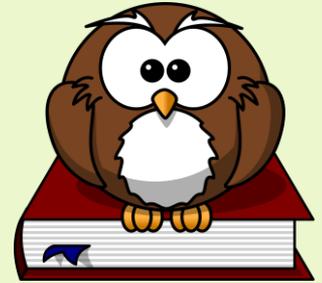
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Solely increasing awareness about the negative impacts of food waste is unlikely to change consumer behaviour



# What affects food waste?

Ability



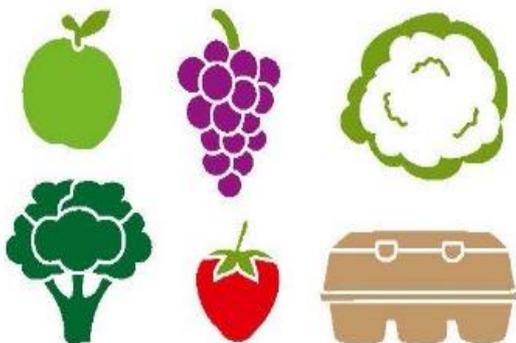
Lower perceived skills to:

- 🥦 Plan accurately
- 🥦 Cook creatively
- 🥦 Prolong the shelf-life of products



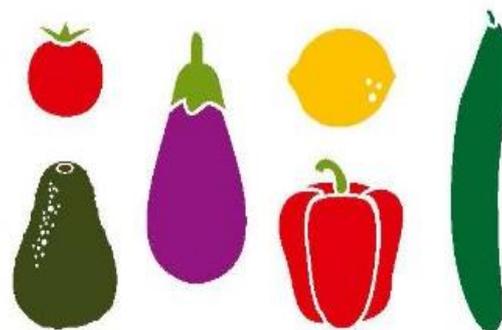


**JA** bewaar wel  
in de koelkast



Gesneden? Altijd in de koelkast!

**NEE** bewaar niet  
in de koelkast



[www.voedingscentrum.nl/bewaarwijzer](http://www.voedingscentrum.nl/bewaarwijzer)

eerlijk over eten  
**Voedingscentrum**



BROWSE ▾

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Create a profile



Home > Recipes > Everyday Cooking > Everyday Leftovers >

## Everyday Leftovers Recipes

Looking for recipes that will use up your leftovers? Allrecipes has more than 870 trusted recipes for everyday leftovers complete with ratings, reviews and cooking tips.



Beef Leftovers



Chicken Leftovers



Ham Leftovers



Seafood Leftovers



Turkey Leftovers



Pasta Leftovers



Potato Leftovers



Rice Leftovers



Cranberry Leftovers

### Inspiration and Ideas



**Chicken or Turkey Tetrazzini Deluxe**  
"REALLY good. Easy meal to make ahead and freeze for a group, then just heat and serve with salad." - charlesforster13



**Pork Fried Rice**  
"Made this with leftover pork chops as well as leftover rice. Doubled the..."



**Deluxe Corned Beef Hash**  
"I purposely cook a whole corned beef just to make hash. There's nothing like..."

### Most Made Today



**Easter Ham Bone Soup**  
★★★★★ 80



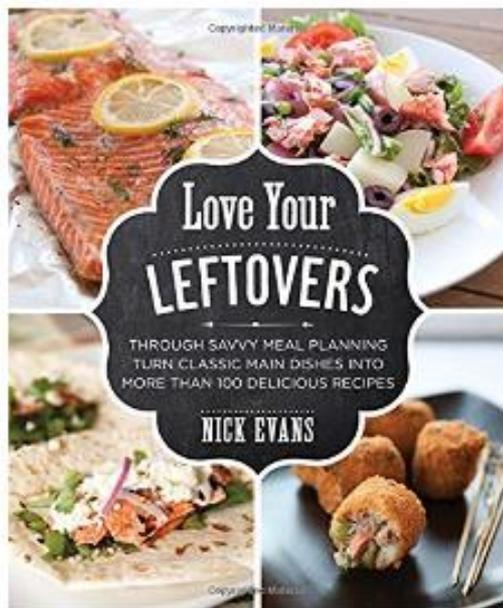
**Campbell's(R) Tuna Noodle Casserole**  
★★★★★ 245



**Easy Chicken Enchiladas**  
★★★★★ 889



**Mom's Fabulous Chicken Pot Pie...**  
★★★★★ 422



## Love Your Leftovers: Through Savvy Meal Planning

by Nick Evans | Apr 1, 2014

★★★★☆ ~ 45

**Paperback**

**\$21<sup>36</sup>** ~~\$22.95~~

Get it as soon as **Mon, May 13**

**Only 6 left in stock (more on the way).**

More Buying Choices

**\$4.43** (64 used & new offers)

**Kindle**

**\$12<sup>90</sup>** ~~\$21.50~~



# What affects food waste?

Perception of:

- Unforeseen events
- Less supply in store (quality and quantity)

But NOT perception of:

- Accessibility of stores
- Availability of equipment in the home



# Allowing flexibility





# Requiring flexibility

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# How to help consumers?

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- 🥦 Within REFRESH we examined:
  - 🥔 ICT tools / apps
  - 🥔 On-pack information



# Apps...

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- 🥦 Many apps with limited uptake
- 🥦 Planning and recipe apps most popular
- 🥦 Consumers are open and interested
- 🥦 But do not perceive a clear need
- 🥦 Investment (in time, energy, stamina) seen as higher than benefits



# On-pack information...

- More than date labels
- Storage information / freezer guidance
- Storage advice useful when current behaviour is suboptimal
- Instructional message style





# Next steps...

- 🥦 New developments:
  - 🥕 meal packages, dynamic discounting, magic boxes, fridge stickers, measuring tools, ...
- 🥦 Measuring the effectiveness of interventions
- 🥦 How to change the consumer mindset



# Thanks!

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REFRESH:

[www.eu-refresh.org](http://www.eu-refresh.org)

