

Soutenance de thèse



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Gaspillage alimentaire, une approche
du comportement du consommateur

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Heure : 14h00

Salle : 103 (IAE Savoie Mont Blanc)

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Food waste, a consumer behaviour approach

Food waste is a consumption problem which has a clear negative impact on environment. From a consumer behavior point of view, little research has systematically addressed the topic of food waste. We review research in different fields in order to identify relevant issues related to consumers' food waste and the association with key consumer behavior theories that can help shed a light on these issues. Finally, we review consumers' attitudes towards food waste and sustainable behavior. We also provide evidence of why certain types of food waste social marketing campaigns may fail. The main objective is to bring forward the food waste issue and to find academic evidence for solutions that could render anti-food waste campaigns more efficient.