

The Influence of Moral Norms and Anticipated Pride on Intentions to Avoid Wasting Food

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ABSTRACT: Food waste has emerged as a critical global challenge with severe economic, social, and environmental consequences. Despite persistent global food insecurity, approximately one-third of all food produced is wasted annually, contributing significantly to methane emissions and resource depletion. While most waste occurs at the consumer level due to purchasing behaviors and poor leftovers management, the psychological drivers behind food waste avoidance specifically the interaction between cognitive and affective motivators require deeper investigation. This study aims to determine the influence of Moral Norms and Anticipated Pride on individuals' intentions to avoid wasting food. The findings indicate that both Moral Norms and Anticipated Pride significantly influence intentions to reduce food waste. Validity tests confirmed all indicators were valid (R count > 0.361), with internal "bad conscience" being a primary driver. The study reveals that moral awareness acts as a cognitive driver, while anticipated pride serves as an emotional reinforcement. The integration of ethical reasoning and emotional rewards is vital for fostering pro environmental intentions.

KEYWORDS: Food waste, moral norms, anticipated pride, SOR framework, sustainable consumption, behavioral intentions.

I. INTRODUCTION

Food waste has emerged as a critical global challenge that requires urgent attention, given its harmful implications for economic, social, and environmental aspects, both in direct and indirect ways. Waste generated at the household or consumer level typically involves food products that are bought but never eaten or shared with others. These items are often disposed of before reaching their expiration date or after being only partially used (for example, edible leftovers on plates). In most cases, this type of waste ends up in landfills without recovery options, such as composting at home (Mansouri & Kaswengi, 2025)

Moral norms are an individual's internal beliefs about what is morally right and wrong. These norms reflect a sense of moral obligation to act in accordance with the values considered correct for example, feeling that wasting food is wrong because it disrespects resources, the efforts of others, and has negative environmental impacts. When a person has strong moral norms, they possess an internal drive to perform actions deemed right without needing external pressure such as social rules or punishment. Meanwhile, anticipated pride is a form of positive emotion experienced when an individual envisions having performed a good or commendable action. In this context, someone who successfully avoids food waste or utilizes leftovers may feel proud for acting responsibly and ethically. This sense of pride is not only a result of the actual behavior but can also serve as motivation before taking action, as the individual imagines the moral satisfaction they will experience from performing actions in line with their moral values.

The relationship between the two is mutually reinforcing. Strong moral norms encourage individuals to behave in accordance with ethical values, and when such behavior is carried out, anticipated pride emerges as an emotional reinforcement that strengthens their commitment to the action. In other words, moral norms function as a cognitive driver (value-based), while anticipated pride serves as an affective driver (emotion-based).

II. LITERATURE REVIEW

A. Food Waste

Food waste refers to edible items that could have been consumed by humans but were discarded because of factors such as expiration, spoilage, or similar conditions. Food wastes could be solid, semi-solid, or in liquid forms; solid wastes mainly include the food items themselves, parts of the food items, or other parts or items associated with particular food items, which are usually rich in starch, cellulose, lignin, and monosaccharides According to FAO (2019), food waste refers to leftover food that is eventually discarded because it cannot be consumed, or edible materials that are wasted due to negligence during production, processing, and distribution (Food Agriculture Organization, 2019).

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The classification of food waste varies across academic literature, focusing on specific stages of the supply chain and levels of edibility. According to Véghe (2021), food waste is categorized into two primary stages: Pre-Consumer Waste, which refers to trimmings and spoiled ingredients discarded in the kitchen before being served, and Post-Consumer Waste, which consists of food remains left by consumers after their meals. This distinction is further expanded by Legrand (2017), who identifies a third category: Packaging Waste and Operation Supplies. This category includes non-food materials such as plastics and operational supplies like used cooking oil, which are essential for food service but contribute to the overall waste stream.

From a broader perspective, Kuo and Shih (2016) define food waste as any unconsumed food occurring throughout the entire lifecycle, from production to final consumption. Within the consumption phase specifically, the term "plate waste" is utilized to describe food that has been served but remains uneaten. Drawing on the framework by Stenmarck et al. (2016), plate waste is further subdivided into three categories: consumable, non-consumable (such as bones or peels), and potentially consumable. Research by Marthinsen et al. (2012) and WRAP (2013) highlights that consumable food waste—items that were perfectly fit for human consumption but were discarded due to negligence or oversized portions—constitutes a significantly large portion of the total waste generated in the food industry.

B. Moral Norms

Schwartz (1977) explained that moral norms represent a form of moral obligation that individuals feel to behave in accordance with values they consider right. These norms are not only external but also originate from an individual's internal awareness of moral responsibility for their actions. In other words, moral norms reflect a person's beliefs about what is right or wrong within social and ethical contexts. They serve as behavioral guidelines, helping individuals make decisions that align with the moral values they uphold.

C. Anticipated Pride in Food Waste Reduction

The habit of reusing leftover food refers to individuals' plans and tendencies to utilize food that remains after a meal (Stancu et al., 2016). This habit, which is related to household skills (Stancu et al., 2016), determines the amount of food wasted in each household. We argue that individuals with strong moral norms and a high sense of anticipated pride are more likely to consistently make use of leftover food; if such food is wasted, they may feel guilty about its impact on food-insecure individuals and the environment. The behavior of over purchasing food refers to the tendency to buy food and related items regularly in excessive quantities (Stancu et al., 2016). Although the relationship between moral norms and anticipated pride with over-purchasing behavior has been less explored, researchers have found that shopping habits significantly contribute to household food waste generation (Aschemann-Witzel et al., 2020; Djekic et al., 2019), as excessive purchasing is a common behavior during shopping (Evans, 2012). These over-purchases are often driven by impulsive buying, promotions, or offers such as "buy one, get one free," which increase household food inventory and the likelihood of waste (Stefan et al., 2013).

Increased environmental awareness and a sense of pride in waste reduction can encourage consumers to purchase only the amount of food they need. Overall, moral norms and anticipated pride may reduce the tendency to over-purchase food. It is highly plausible that moral norms, which lead consumers to view food waste negatively, together with the pride they feel in reducing waste, will encourage greater self-control when purchasing groceries for household use thereby helping to prevent excessive buying behavior.

D. Intentions Against Food Waste

In relation to intentions against food waste, attitude plays an important role as a psychological factor influencing the extent to which individuals are motivated to avoid wasting food. Attitude reflects how people evaluate food waste behavior whether it is perceived as something wrong or acceptable. When individuals hold a negative evaluation toward food waste—for instance, considering it unethical or irresponsible their intention to reduce food waste tends to increase. Conversely, if food waste is viewed as normal or unproblematic, the intention to avoid it generally decreases.

Previous studies have also shown that attitude has a positive relationship with intentions against food waste. Coskun and Ozbuk (2020) found that individuals' attitudes toward food consumption directly influence their intention not to waste food. Similarly, Aktas et al. (2018) explained that when individuals feel uncomfortable seeing leftover food being discarded, even when they are full, their intention to reduce food waste becomes stronger. Elshaer et al. (2021) further emphasized that a positive attitude toward food management can enhance the intention to minimize waste, especially when individuals perceive tangible benefits from such behavior, such as saving money and contributing to environmental sustainability.

III. RESEARCH METHODOLOGY

This research is a descriptive quantitative study, which explains the relationship between variables by analyzing numerical data using statistical methods through hypothesis testing. In this study, data are collected, processed, and analyzed using statistical techniques to identify patterns and relationships among variables. The use of quantitative data enables researchers to test hypotheses and draw conclusions that can be generalized to a broader population. Furthermore, statistical analysis ensures the reliability and

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validity of the research findings, strengthening their applicability in similar contexts. This methodological approach not only provides empirical evidence but also supports decision-making and theory development based on measurable outcomes.

Data collection techniques are the most strategic step in research, as the main objective of research is to obtain data. The data collection technique used in this study is a questionnaire. A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to be answered. The questionnaire used in this study is a closed ended questionnaire, consisting of a series of systematically arranged statements designed to measure respondents' perceptions of the research variables. Each statement is accompanied by predetermined answer choices, allowing respondents to select the option that best represents their opinions or experiences. The use of a closed-ended questionnaire aims to simplify the response process, minimize diverse interpretations, and facilitate the researcher in conducting quantitative data analysis using statistical methods.

A. Variable Measurement

The variables used in this study consist of dependent and independent variables. The dependent variable is the variable that is influenced or affected as a result of changes in another variable. Meanwhile, the independent variable is the variable that influences or causes changes or the emergence of the dependent variable.

Table 1: Table Of Variable Measurement

Variable	Indicator	Measurement Scale
Moral norms	1. Moral awareness 2. Personal responsibility 3. Internal moral drive	Likert Scale 1 - 6
Anticipated pride in food waste reduction	1. Sense of self satisfaction 2. Recognition of doing the right thing	Likert Scale 1 - 6

V. RESULTS AND DISCUSSION

A. Respondents Profiles

In this study, the researcher employed a questionnaire technique to collect data from respondents. A total of 130 individuals participated in the survey, providing the necessary information to support the analysis of the research variables. These respondents represent the sample used to examine the relationships among the studied constructs, ensuring that the data obtained reflects the characteristics and perspectives relevant to the research objectives.

1. Gender of Respondents

The following table presents the respondents categorized by gender :

Table 2: Table of Gender of Respondents

No.	Gender	Number of Respondents	Percentage (%)
1.	Female	55	42,3%
2.	Male	75	57,7%
Total		130	100

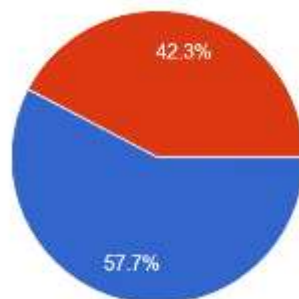


Diagram 1: Diagram of Gender of Respondents

Based on the data above, it can be seen that there are 55 female respondents (42.3%) and 75 male respondents (57.7%). From these results, it can be concluded that the number of male respondents is higher than the number of female respondents.

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2. Age of Respondents

Table 3: Table of Age of Respondents

No.	Age	Number of Respondents	Percentage (%)
1.	<18	22	16,9%
2.	18 – 24	71	54,6%
3.	25 – 34	25	19,2%
4.	35 - 44	6	4,6%
5.	45 – 54	3	2,3%
6.	>54	3	2,3%
Total		130	100%

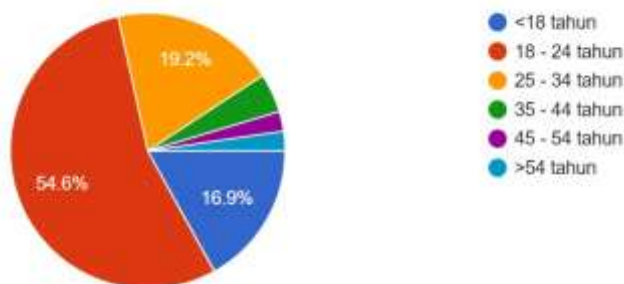


Diagram 2: Diagram of Age of Respondents

Based on the data above, it can be seen that the dominant age group is 18–24 years old. This age range is particularly relevant to the study *The Influence of Moral Norms and Anticipated Pride on Intentions to Avoid Wasting Food* as individuals within this group are generally more aware of social and environmental issues and tend to respond more strongly to moral considerations and emotional motivations such as anticipated pride. Therefore, their characteristics may significantly influence how moral norms and anticipated pride shape their intentions to avoid food waste.

3. Occupation of Respondents

Table 4: Table of Occupation of Respondents

No.	Occupation	Number of Respondents	Percentage (%)
1.	Students	78	60%
2.	Private Employee	31	23,8%
3.	Public Employee	0	0%
4.	Entrepreneur	21	16,2%
Total		130	100

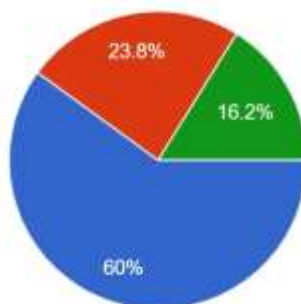


Diagram 3: Diagram of Occupation of Respondents

Based on the data above, it can be seen that the majority of respondents are students. This is relevant to the study “*The Influence of Moral Norms and Anticipated Pride on Intentions to Avoid Wasting Food*”, as students often have stronger exposure to educational environments that emphasize ethical behavior and environmental awareness. As a result, moral norms and anticipated pride may play a significant role in shaping their intentions to avoid food waste.

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Number of Family Members Respondents

Table 5: Table of Number of Family Members Respondents

No.	Family Members	Number of Respondents	Percentage (%)
1.	Not having a family	108	83,1%
2.	2 – 3	17	13,1%
3.	4 - 5	5	3,8%
4.	>5	0	0%
Total		130	100%

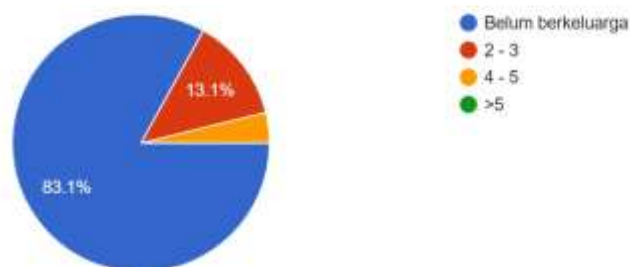


Diagram 4: Diagram of Number of Family Members Respondents

Based on the data above, it can be seen that the respondents are predominantly unmarried. This is relevant to the study *The Influence of Moral Norms and Anticipated Pride on Intentions to Avoid Wasting Food*, as unmarried individuals—especially those managing their own daily consumption—may be more influenced by personal moral considerations and emotional factors such as anticipated pride when forming intentions to avoid food waste.

4. Respondents Income

Table 6: Table of Respondents Income

No.	Incomes	Number of Respondents	Percentage (%)
1.	<5.390.000	50	38,5%
2.	>5.390.000 – 8.000.000	34	26,2%
3.	8.000.000 – 25.000.000	18	13,8%
4.	>25.000.000	21	16,2%
5.	5.300.000 – 8.000.000	6	4,6%
6.	<500.000	1	0,8%
Total		130	100%

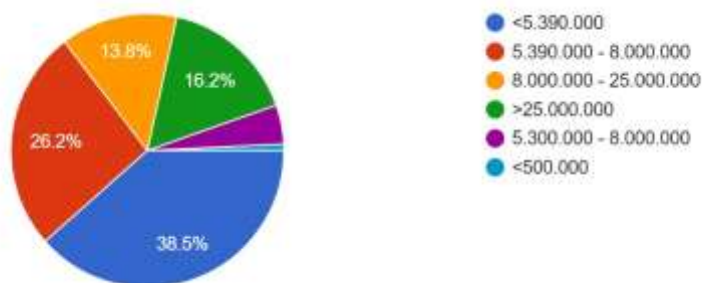


Diagram 5: Diagram of Respondents Income

Based on the data above, it can be seen that the majority of respondents have an income of less than 5,390,000. This finding is relevant to the study *“The Influence of Moral Norms and Anticipated Pride on Intentions to Avoid Wasting Food”*, as individuals with lower income levels tend to be more mindful of resource use and may exhibit stronger motivations to avoid waste due to financial considerations. In this context, moral norms and anticipated pride can further reinforce their intention to prevent food waste, as these psychological factors align with their practical need to manage expenses efficiently. Thus, income level may play an important role in shaping how moral and emotional influences drive food waste avoidance behavior. **B. Data Analysis**

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1. Validity Test Results

Table 7: Table of Validity Test Results

No.	Statement	T count	T table	Decision	Conclusion
Moral Norms					
1.	Saya merasa bersalah ketika membuang makanan karena hal itu sama dengan menyia-nyiakan sumber daya.	0.805	0.361	T count > T table	Valid
2.	Saya merasa memiliki hati nurani yang buruk jika saya membuang makanan	0.817	0.361	T count > T table	Valid
3.	Membuang makanan bertentangan dengan nilai moral yang saya anut	0.799	0.361	T count > T table	Valid
4.	Saya merasa tidak enak hati ketika membuang makanan	0.784	0.361	T count > T table	Valid
5.	Saya merasa menyesal jika membuang makanan yang masih layak dikonsumsi.	0.783	0.361	T count > T table	Valid
6.	Saya merasa malu jika membuang makanan, bahkan ketika tidak ada orang yang mengetahuinya.	0.765	0.361	T count > T table	Valid
Anticipated Pride in Food Waste Reduction					
1.	Saya akan merasa sangat bangga jika berhasil mengurangi pemborosan makanan di rumah	0.838	0.361	T count > T table	Valid
2.	Saya akan merasa sangat berprestasi jika mampu mengurangi pemborosan makanan di rumah	0.829	0.361	T count > T table	Valid
3.	Saya akan merasa percaya diri karena telah mengurangi pemborosan makanan di rumah	0.760	0.361	T count > T table	Valid
4.	Saya akan merasa bahwa usaha saya untuk mengurangi pemborosan makanan di rumah sangat berharga.	0.696	0.361	T count > T table	Valid
5.	Saya akan merasa puas karena telah berkontribusi dalam mengurangi pemborosan makanan di rumah.	0.848	0.361	T count > T table	Valid
Intentions against Food Waste					
1.	Apakah Anda berniat untuk tidak membuang makanan yang masih layak dikonsumsi?	0.799	0.361	T count > T table	Valid
2.	Apakah tujuan Anda adalah menghindari tindakan membuang makanan?	0.890	0.361	T count > T table	Valid
3.	Apakah Anda akan berusaha untuk tidak membuang makanan dalam kehidupan sehari-hari?	0.713	0.361	T count > T table	Valid

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Based on data of moral norms, the items in this dimension all exhibit strong validity, with T count ranging from 0.765 to 0.817. Item 2 (with T count = 0.817), which measures the feeling of having a "bad conscience" when wasting food, is the most valid indicator in this dimension, highlighting that core moral discomfort is central to the Moral Norms construct. Item 1 focuses on guilt specifically linked to wasting resources (T count = 0.805), while Item 3 measures perceived contradiction with personal moral values (with T count = 0.799). Even Item 6 (with T count = 0.765), which measures internal shame regardless of social observation, maintains a strong correlation, confirming that internal moral feelings not just social pressure are being reliably measured. Based on data of anticipated pride in food waste reduction, the results are excellent with t count values falling between 0.696 and 0.848. The most valid item in this entire dimension is Item 5 (T count = 0.848), which measures the sense of satisfaction derived from contributing to waste reduction efforts, indicating this feeling is a primary component of anticipated pride. High T count values for Item 1 T count = 0.838 and Item 2 (T count = 0.829) confirm that feeling proud and feeling a sense of achievement are also highly relevant. Although Item 4 (T count = 0.696) measuring the value placed on the effort has the lowest T count, it is still highly valid, confirming that the perceived worth of the effort contributes significantly to the overall anticipated positive emotion.

Based on data of intention against food waste, the items in this dimension show the strongest correlations across the entire instrument, ranging from 0.713 to 0.890. Item 2 (T count = 0.890) which measures the respondent's defined goal to avoid food waste is the single most valid item in the entire questionnaire, affirming that clear goal setting is the strongest predictor of this intention construct. Item 1 (T count = 0.799) measures the general intent not to discard edible food, while Item 3 (T count = 0.713) measures the commitment to actively try to avoid waste in daily life. All three items are strongly valid, indicating that the respondents stated intentions are coherent and robustly measured by these statements.

2. Normality Test Results

Table 8: Table of Normality Test Results

Research Variable	Kolmogorov-Smirnov Statistic	Degrees of Freedom (Df)	Significance (Asym. Sig. (2tailed))	Conclusion
Moral Norms	0.065	300	0.125	Normal
Anticipated Pride	0.071	300	0.088	Normal
Intention Against Food Waste	0.058	300	0.200	Normal

Based on data of moral norms variable yielded a Kolmogorov-Smirnov Statistic of 0.065 with 300 Degrees of Freedom (Df). The test result shows a significance value (Asym. Sig. (2-tailed)) of 0.125. Since the significance value of 0.125 is greater than the critical alpha level of 0.05, it can be concluded that the data for the Moral Norms variable are normally distributed. This confirms that the data for this variable satisfy the normality assumption required for subsequent parametric statistical analysis. Based on data of anticipated pride variable howed a Kolmogorov-Smirnov Statistic of 0.071 with 300 Degrees of Freedom (Df). The significance value (Asym. Sig. (2-tailed)) obtained from the test is 0.088. As the significance value of 0.088 is greater than the critical alpha level of 0.05, it is concluded that the data for the Anticipated Pride variable are normally distributed. The data for this variable can thus be appropriately utilized in parametric analysis without violating the normality assumption. Based on data of Intention against food waste variable resulted in a Kolmogorov-Smirnov Statistic of 0.058 with 300

Degrees of Freedom (Df). The significance value (Asym. Sig. (2-tailed)) for this variable is 0.200. Since the significance value of 0.200 is greater than the critical alpha level of 0.05, it is concluded that the data for the Intention Against Food Waste variable are normally distributed. This variable also satisfies the normality assumption for use in parametric statistical tests. 3. *Reability Test Results*

Table 9: Table of Reability Test Results

Research Variable	Items	Cronbach's Alpha	Decision Criteria	Conclusion
Moral Norms	6	0.887	0.887 > 0.70	Reliable (Good)
Anticipated Pride	5	0.852	0.850 > 0.70	Reliable (Good)
Intention Against Food Waste	3	0.901	0.901 > 0.70	Reliable (Excellent)
Total Instrument	14	0.915	0.915 > 0.70	Reliable (Excellent)

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Based on data of moral norms variable, comprising 6 items yielded a Cronbach's Alpha value of 0.887. This score is significantly greater than the decision criterion $0.887 > 0.70$. Consequently, the Moral Norms dimension is classified as Reliable with a Good level of consistency. This finding confirms that the six statements within this dimension are highly consistent in measuring the moral construct of the respondents.

Based on data of anticipated pride variable which consists of 5 items, resulted in a Cronbach's Alpha value of 0.852. This value also surpasses the threshold $0.852 > 0.70$. Therefore, the Anticipated Pride dimension is also declared Reliable with a Good level of consistency. This robust outcome confirms that the five statements measuring the respondents' anticipated positive emotions are internally consistent.

Based on data of intention against food waste variable featuring 3 items, demonstrated the highest reliability score among all dimensions, achieving a Cronbach's Alpha of 0.901. Given that $0.901 > 0.70$ this dimension is classified as Reliable with an Excellent level of consistency. This very high Alpha value indicates that the three intention statements are exceptionally well-aligned and highly consistent in measuring the respondents' commitment to avoiding food waste.

C. Discussion

Food waste is a critical global issue involving the disposal of edible food across different stages of the food system, reflecting both inefficiencies in food management and consumer behavior. This study highlights the importance of psychological factors, particularly moral norms and anticipated pride, in shaping individuals' decisions to avoid food waste. The research instrument demonstrated strong validity and reliability, with high item-total correlations and excellent Cronbach's Alpha values, indicating that the constructs of moral norms, anticipated pride, and intention to avoid food waste were measured accurately and consistently.

The findings reveal that moral norms and anticipated pride together explain 56.2% of the variance in individuals' intention to avoid food waste. Moral norms have the strongest influence, suggesting that feelings of guilt, personal responsibility, and moral obligation are powerful motivators for reducing food waste. Anticipated pride also shows a significant positive effect, indicating that the expectation of positive emotions such as pride, satisfaction, and a sense of accomplishment encourages more responsible food-related behavior.

CONCLUSIONS

This study concludes that moral norms and anticipated pride have a significant and positive influence on individuals' intention to avoid food waste. Moral norms emerge as the strongest predictor, as feelings of guilt, personal responsibility, and moral obligation strongly encourage individuals to reduce food waste. Anticipated pride also increases the intention to avoid food waste, with positive emotions such as pride, satisfaction, and a sense of accomplishment motivating more responsible behavior. The model explains 56.2% of the variance in intention, indicating that moral and emotional factors play an important role in shaping food-waste reduction behavior. Overall, the findings suggest that avoiding food waste is not merely a practical or economic decision, but is strongly driven by internal moral values and anticipated positive emotions.

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