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Understanding household food waste and healthy eating through practice theories

Nordic Conference of Consumer Research – 17th and 18th of May 2016, Aarhus

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UMR MOISA - Montpellier SupAgro, France

Context:

Food waste: environmental issues, resource overexploitation

Food waste: Food losses and waste refer to the decrease in edible food mass throughout the part of the supply chain that specifically leads to edible food for human consumption. '[...]"food waste", [...]relates to retailers' and consumers' behavior. (Parfitt et al., 2010)'

Initial finding

Fruits and vegetables: recommanded food, but the most wasted... (FAO Footprint wastage, 2013)

« Should » products versus « want » products (Milkman et al., 2010): « buying healthy food does not necessarily mean that healthy food is eaten » (Evans, 2011)

« Do not waste a crumb » to reduce waste, but is eating over one's satiety really healthy?

Solution ► Cacophony related to food consumption? (Fischler, 2011)



Is it possible to reconcile the objective of food waste reduction and the objective of healthy eating?



2

What do we mean with the term « healthy eating »?

What is healthy eating



Component 1: Global knowledge about nutritional rules, to know how the body works and what it needs (Beyound, 2008)

Component 2: Being able to adapt one's intake to what the body needs at any a given time:

hunger and satiety

(Chandon, 2010)

Research research - Hypotheses

Q1- What is the link between healthy eating practices and food waste practices?

H1- Buying food with the aim of following nutritional recommendations can lead to food waste.

H2- Respecting one's satiety can lead to food waste

H3- Commitment against food waste can lead to overconsumption

Q2- Is it possible to reconcile them with a holistic view of daily food practices?

H4- There are combinations of practices that answer both challenges

Approach:

To study if food waste and healthy eating interact: holistic view of the challenges related to food consumption

To widen the levers for action: more holistic approach of daily food practices

Theoretical framework: Practice theories

"A **routinized** type of behaviour which consists of several **elements**, interconnected to one other: forms of bodily activities, forms of mental activities, « things » and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge"

(Reckwitz, 2002)

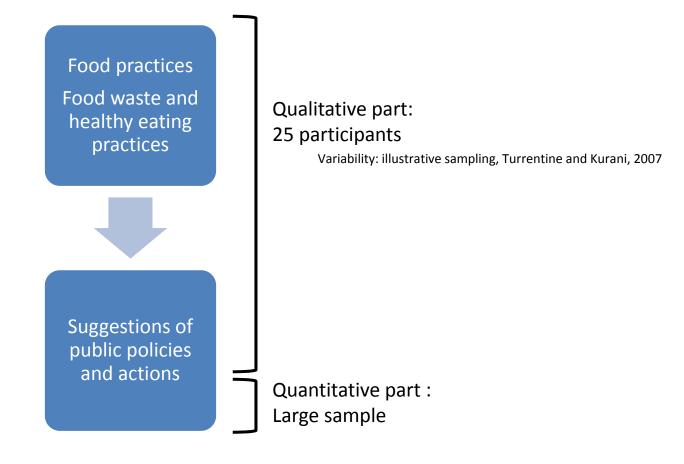
- Why? Because of their interest in the daily routine (Wahlen, 2011) Holistic approach of action (Hargreaves, 2011)
- What is the principle? Focus on practices better than on individual, and contextualize consumption Change from ABC paradigm (Shove et al., 2012) Reconcile agency and structure (Halkier et al., 2011)
- <u>How?</u> Explaining the emergence of practices with their constitutive elements (Shove and Pantzar, 2005, Schatzki, 2002, Reckwitz, 2002, Warde, 2005), which can be:



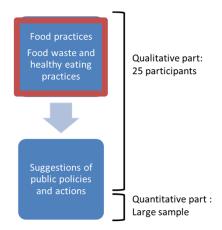
Global methodology

3 qualitatives steps

1 quantitative experiment



Material and method – 1st qualitative step



Objective: Describe global food practices

1st phase, projective method of collages:

« Represent your food practices, from supply to consumption and all your organization, thinking about what determines your daily practices. »

Advantage: Increases expression and imagination, helps participants to focus on their own experience (Cottet et al. 2008)

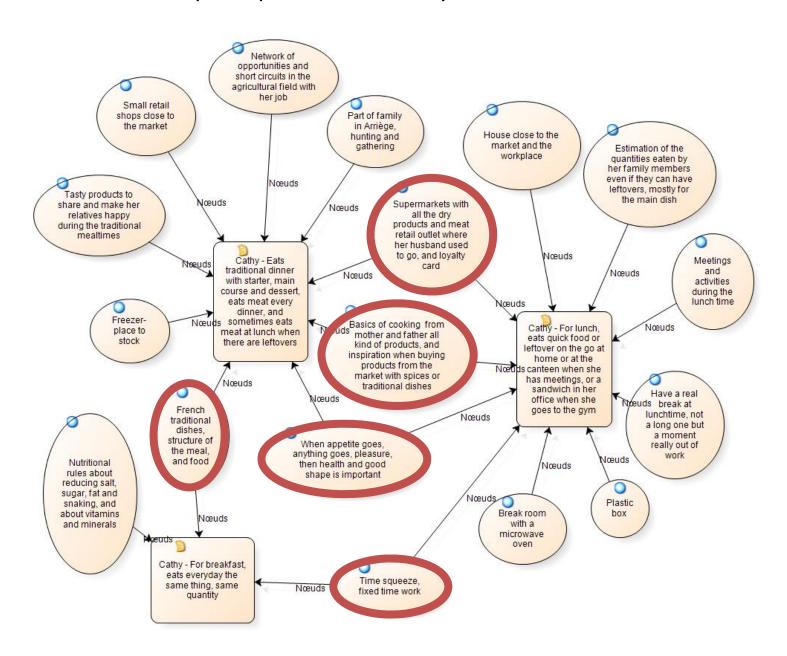
Material and method/results:

Poster: a basis to conduct the interview



Results: Food consumption practices of Cathy Social Network of opportunities and short circuits in the **Material and** agricultural field with her job Small retail infrastructures shops close to Part of family the market in Arriège, House close to the hunting and market and the gathering Estimation of the workplace quantities eaten by her family members even if they can have Nœuds leftovers, mostly for Tasty products to the main dish Nœuds Supermarkets with share and make her Nœuds all the dry relatives happy products and meat during the traditional retail outlet where mealtimes her husband used to go, and loyalty Nœuds Cathy - Eats Meetings card traditional dinner and Nœuds Nœua. with starter, main activities Teleoaffective course and dessert, during the eats meat every lunch time œuds structure dinner, and dinner, and yeuds sometimes eats Basics of cooking from Freezer-Cathy - For lunch, Nœuds place to meat at lunch when mother and father all eats quick food or stock there are leftovers kind of products, and leftover on the go at inspiration when buying home or at the products from the Nœuds canteen when she market with spices or has meetings, or a œuds traditional dishes sandwich in her Have a real office when she Noeuds break at French goes to the gym lunchtime, not Nœids traditional a long one but dishes. a moment Knowledge structure of When appetite goes, really out of the meal. anything goes, pleasure, work Nœuds Nutritional and food then health and good Nœuds rules about shape is important reducing salt, sugar, fat and Nœuds Plastic snaking, and Break room box about vitamins Nœuas with a and minerals Meuds 1 microwave oven Cathy - For breakfast, eats everyday the Time squeeze. same thing, same Nœuds fixed time work quantity

Results: Food consumption practices of Cathy

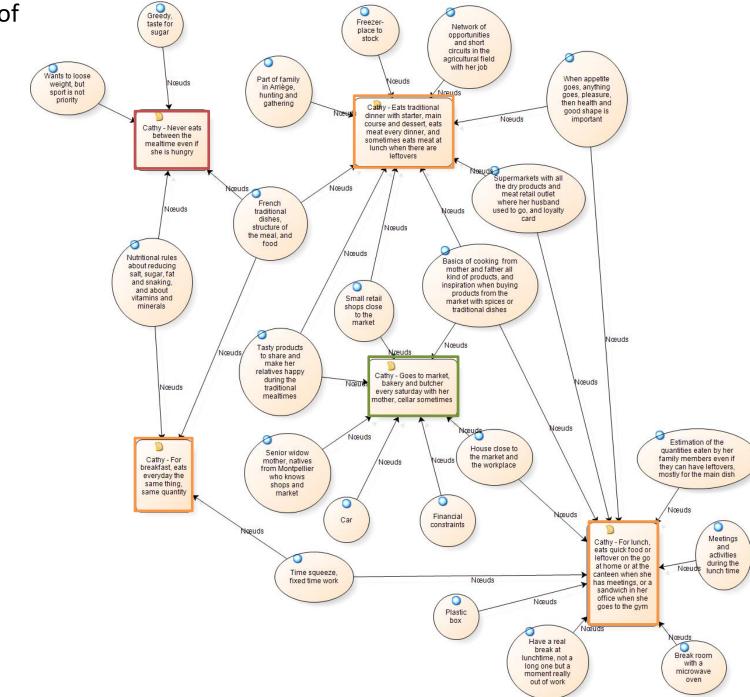


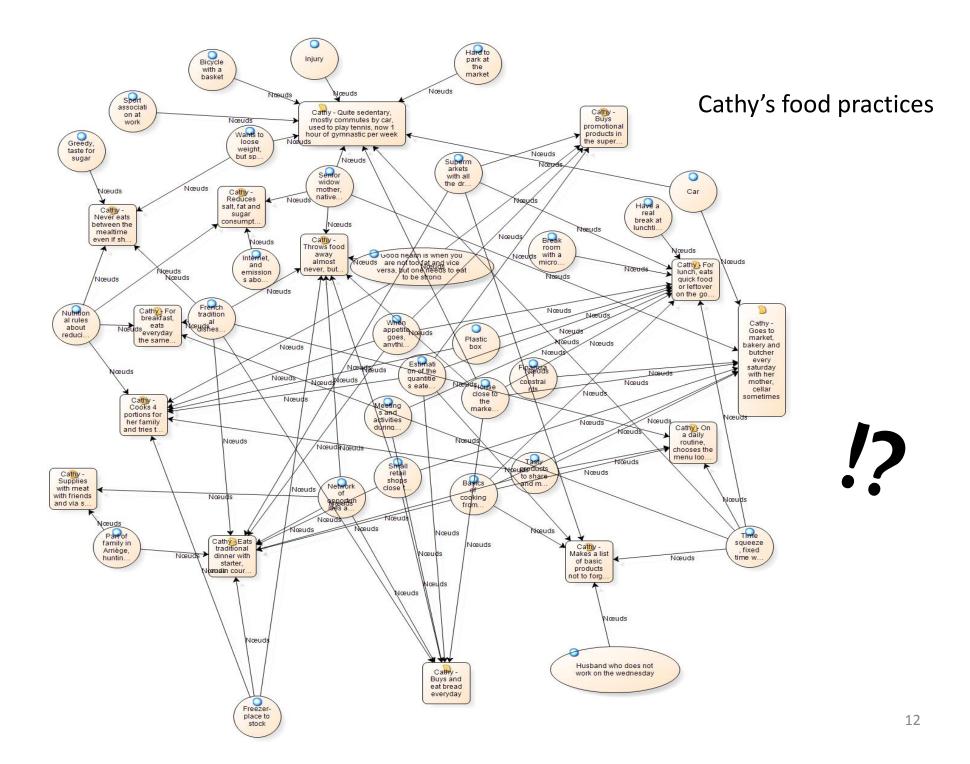
Results: Some of Cathy's food practices

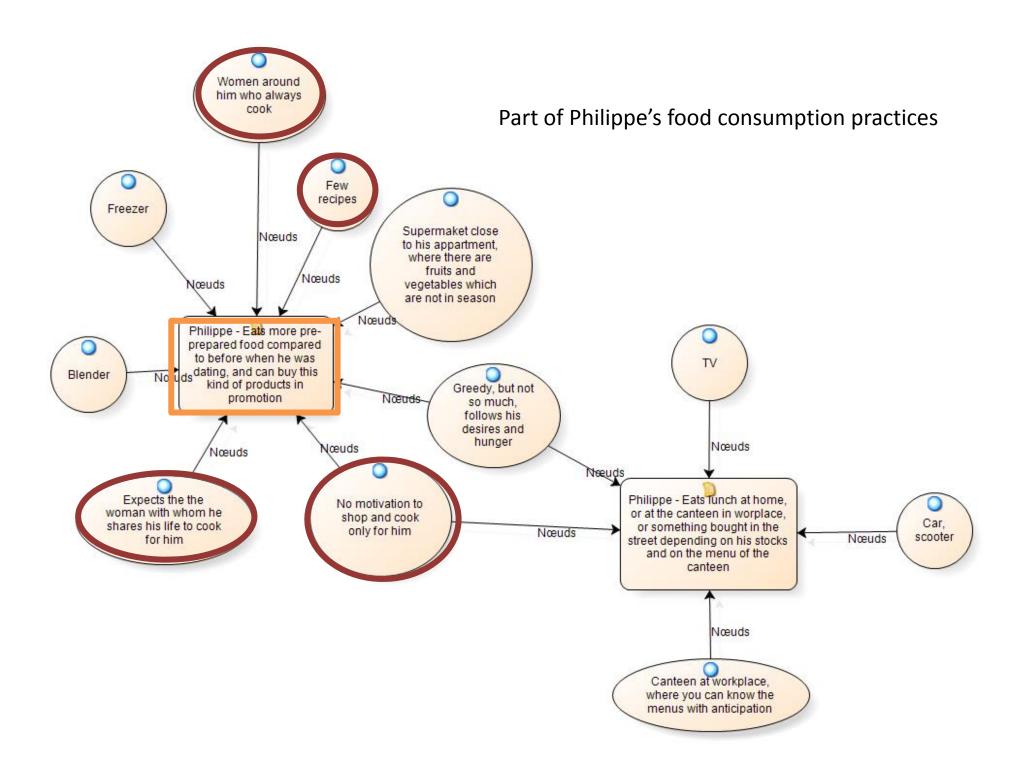
Supply

Snacking

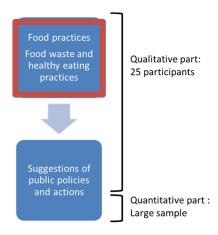
Consumption







Material and method – 2nd qualitative step



One month of photos made by the participants:

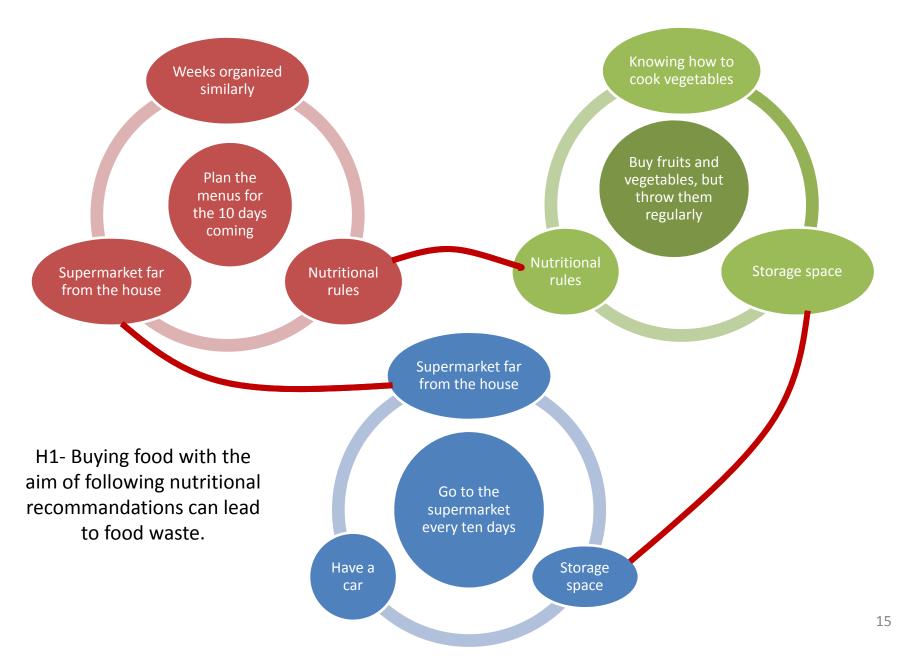
- 1. « You will have to take a picture of every food you put to the dustbin/compost, at home and ouside during one month. The picture will be taken in the container in which the food was »
- 2. « Express yourself! Take photos representing for you « I've eaten too much because.... »: So when you feel you have eaten too much, take a picture of the causes you identify »

Advantage: Photo as an object of research: « collect information in situation where biais from declarative is really significant » (Dion, 2007)

Last step:

- Interview the participants about the practices of throwing food and of overconsumption basing on the photos
- Discover the material environment of the household

Expected results



Material and method – 3rd qualitative step

<u>Objective</u>: Suggest public policies or action based on the network of food practices related to supply, food preparation, consumption, snacking, exercising and storage



Method: Focus group with the participants to propose them new framework and collect ideas

Brainstorming?
Groups of discussion?

Material and method – Quantitative step

<u>Objective</u>: Partially test a public policy based on the network of food practices related to supply, food preparation, consumption, snacking, exercising and storage

Food practices
Food waste and healthy eating practices

Qualitative part: 25 participants

Suggestions of public policies

Quantitative part: Large sample

Quantitative experiment to test the framework:

- Consumer's understanding
- Consumer's perception
- Consumer's prediction of the impact

Contributions to social marketing and food studies

- Theoretical: understanding combined topics (food waste and healthy eating) with practice theories
- Methodological: suggest a protocol to apply practice theories from description of practices to public policy recommandations
- Operational: suggest a new framework of social marketing wich is not based on ABC paradigm and which targets two societal challenges related to food consumption

Limits

- Declarative/subective practices
- Still do not know what would be the saturation of the data for food waste and healthy eating practices

Perspectives

- Test the public policy we suggest as it would need longitudinal approach
- Extend this approach and methodology to other topics targeted by social marketing (smoking, recycling, binge drinking, etc.)

Thanks for your attention!