Cluster Analysis of Food Consumption and Food Waste Behaviors Among Romanian Consumers

Cantaragiu Ramona
Bucharest University of Economic Studies, Bucharest

We suggest you to cite this article as:
Cantaragiu, R. 2022. 2022. Cluster Analysis of Food Consumption and Food Waste Behaviors Among Romanian Consumers. *Junior Scientific Researcher*, Vol VIII, No. 1-2, pp. 1-12.

Abstract
The topic of food waste has garnered increased attention from researchers, non-governmental and policy makers and it has been named one of the main issues which has to be addressed in order to reach the sustainable development goals developed by the UN. The purpose of the present paper was to identify the existence of different consumer groups based on attitudes and behaviors relate to food waste among Romanian consumers. The study relied on quantitative data which was gathered through an online survey done among a sample of 257 Romanian consumers. The cluster analysis revealed the existence of four different consumer groups in relation to food waste: a) "food enthusiasts" who are fussy eaters, lack any planning of food shopping and have a tendency to see the consumption food as a hedonic experience; b) "food hoarders" who tend to buy food in excess and adopt pragmatic food storage strategies and see food as an indicator of wellbeing; c) "food pragmatists" who tend to buy only what they planned and are likeliest to consumer food that is still edible but is altered in aspect; and d) "home cookers/eaters" who have high cooking skills and tend to eat at home, being the category most likely to identify ways to reuse leftovers. The article ends with a discussion of the saliency of relying on behaviors rather than socio-demographic characteristics or attitudes towards food when defining consumer groups for the purpose of identifying the most effective means of reducing food waste.

Keywords: food waste, consumer clusters, food habits, food attitudes, consumer behavior.
JEL Classification: Q56