

Food Waste Reduction Behaviors Among College Students: An Expanded Theory of Planned Behavior Approach

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ABSTRACT

The food waste reduction practices of college students on Indian campuses were investigated using the Expanded Theory of Planned Behavior (ETPB). The model included habits as a predictor of perceived behavioral control, attitude, and social norms. Additionally, the effects of various academic years were investigated. Structural equation modeling was used to assess the results of a questionnaire survey. The model framework postulates that habits impact attitude, subjective norms, and perceived behavioral control, all of which impact intention and behavior related to food waste reduction. The strongest predictor is expected to be perceived behavioral control, which is followed by attitude and subjective standards. Understanding how habits shape these psychological constructs is essential to comprehending how college students' behavior changes to reduce food waste. Habits form patterns that can be either enabling or disabling of sustainable food consumption behaviors. By recognizing how ingrained food consumption and disposal habits influence attitudes, social factors, and perceived capability, institutions can develop more effective interventions. Easy and convenient waste reduction strategies that target habits and enhance perceived self-efficacy can be expected to effectively convert intentions into actual behaviors. The research also investigated the indirect relationships between habits and food waste reduction. By recognizing these relationships, researchers can gain a deeper understanding of how ingrained behavioral patterns affect the psychological determinants of sustainable food consumption. Interventions targeting habits instead of intentions or awareness may be more effective in achieving long-term behavioral changes.

Keywords: Food Waste Reduction, Expanded Theory of Planned Behaviour (ETPB), Sustainable Consumption, Student Behaviour, Habit Formation

