

**THE DETERMINANTS OF CONSUMERS' FOOD WASTE
BEHAVIOR IN BATTICALOA MANMUNAI NORTH
DIVISIONAL SECRETARIAT AREA**

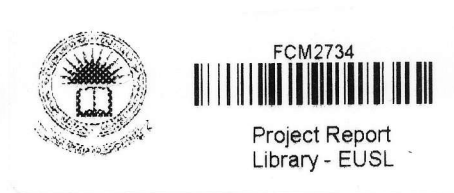


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ABSTRACT

Every year a huge amount of food is wasted from food production till is consumption. The activity of food waste has become a daily routine practice and a huge portion of this loss is contributed by the consumers all around the world. Researcher observed that such a problem exists in the Batticaloa Manmunai north Divisional Secretariat area. This study has been done to get a clear explanation about this.

In this concepts, the main objective of this study is to identify the influence of Environmental concern, Time pressure on Attitude toward food waste, and influence of Attitude toward food waste, Injunctive norms, Moral norms, Perceived behavioral control on Intention not to waste food, and influence of Intention not to waste food on Food waste behavior. In order to achieve this objective, primary data were collected from 48 Grama Nilathari Divisions of Batticaloa Manmunai North Divisional Secretariat. A total of 289 completed questionnaires were gathered, representing 73.35% response rate, using stratified random sampling method. The collected data has been analyzed by using Univariate, bivariate and multivariate analyses.

The finding indicated that, among eight variables six variables have high level, and two variables have moderate level in Batticaloa Manmunai North Divisional Secretariat area. In addition to these, finding revealed that there is a strong positive, negative and significant relationship between independent and dependent variables. And also the results showed that Attitude toward food waste was significantly influence by Environmental concern and time pressure. Intention not to waste food was significantly influenced by attitude toward food waste, injunctive norms, moral norms, perceived behavioral control. Food waste behavior was significantly influence by Intention not to waste food. Government, Marketers, and policy makers should develop effective strategies to increase intention to reduce food waste.

Keywords: Consumer behavior, Food waste, Environmental concern, Intention not to waste food, Attitude toward food waste.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	ix
LIST OF FIGURES	ix
LIST OF ABBREVIATION	xii
Chapter 01	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Research Problem	2
1.3 Research Gap	4
1.4 Research Questions.....	4
1.5 Research Objectives.....	5
1.6 Significant of the study	5
1.7 Scope of the study.....	6
1.8 Organization of the Chapters	6
1.9 Chapter Summary	7
Chapter 02	8
LITERATURE REVIEW	8
2.1 Introduction.....	8
2.2 Factors of Attitude toward food waste.....	8
2.2.1 Environmental concerns	8
2.2.2 Time pressure	9
2.3 Factors of Intention not to Waste Food	9
2.3.1 Attitude toward food waste	9
2.3.2 Injective Norms	10
2.3.3 Moral Norms	11
2.3.4 Perceived behavior control.....	11
2.4 Intention not to Waste Food	12
2.5 Food waste behavior.....	13
2.6 Hypothesis Development.....	13

2.6.1 Influence of Environmental concern on Attitude toward food waste.....	13
2.6.2 Influence of Time pressure on Attitude toward food waste	14
2.6.3 Influence of Attitude toward food waste on Intention not to waste food....	14
2.6.4 Influence of Injunctive norms on Intention not to waste food	15
2.6.5 Influence of Moral norms on Intention not to waste food.....	16
2.6.6 Influence of Perceived behavioral control on Intention not to waste food .	16
2.6.7 Influence of Intention not to waste food on Food waste behavior	16
2.7 Theoretical Review	17
2.7.1 Theory of planned behavior	17
2.7.2 Theory of Reasoned action	19
2.8 Chapter summary	20
Chapter- 3	21
CONCEPTUALIZATION AND OPERATIONALIZATION	21
3.1 Introduction.....	21
3.2 Conceptual Framework.....	22
3.3 Hypotheses of the study	22
3.4 Definition of Variables	23
3.4.1 Environmental concern.....	23
3.4.2 Time pressure	23
3.4.3 Attitude toward food waste	24
3.4.4 Injunctive Norms	24
3.4.5 Moral Norms	24
3.4.6 Perceived behavioral control	24
3.4.7 Intention not to waste food.....	24
3.4.8 Food waste behavior.....	24
3.6 Operationalization.....	25
3.7 Chapter Summary	26
Chapter- 04	27
RESEARCH METHODOLOGY	27
4.1 Introduction.....	27
4.2 Research Philosophy.....	27
4.3 Research Approach.....	28
4.4 Research strategy	28

4.5 Methodological Choice	29
4.6 Time Horizon	29
4.7 Research Site/Area Selection	29
4.8 Population of the study	29
4.9 Sampling Technique/ Method	30
4.10 Sample Size and Sampling Framework	30
4.10.1 Sample Size	30
4.10.2 Sampling Framework	31
4.11 Method of data collection	31
4.12 Research Instrument	32
4.13 Source of Measurement	32
4.14 The pilot study	34
4.15 Validity and Reliability Instruments	34
4.15.1 Validity	34
4.15.2 Reliability	35
4.16 Unit of data analysis	35
4.17 Method of Data Analysis and Evaluation	35
4.17.1 Method of Analysis and Evaluation for First Objective	36
4.17.1.1 Univariate Analysis	37
4.17.2 Method of Analysis and Evaluation for Second Objective	38
4.17.2.1 Pearson's Correlation analysis	38
4.17.3 Method of Analysis and Evaluation for Third, Fourth and Fifth objectives	39
4.17.3.1 Regression Analysis	40
4.18 Hypotheses test	41
4.19 Data presentation	41
4.20 Chapter summary	42
Chapter-5	43
CHAPTER PRESENTATION AND ANALYSIS	43
5.1 Introduction	43
5.2 Data Collection	43
5.3 Reliability Analysis	43
5.4 Respondent Demographics – Frequency Analysis	44
5.4.1 Distribution of G.N.Division	45

5.4.2 Distribution of Gender.....	47
5.4.3 Distribution of Age Group	47
5.4.4 Distribution of Education Qualification	48
5.4.5 Distribution of Occupation Level.....	49
5.4.6 Distribution of Monthly Income Level	49
5.5 Data Presentation and Analysis of Research Objectives	50
5.5.1 Univariate Analysis	50
5.5.1.1 The level of environmental Concern	50
5.5.1.2 The Level of Time Pressure.....	52
5.5.1.3 The Level of Attitude toward food waste	53
5.5.1.4 The Level of Injunctive Norms	54
5.5.1.5 The Level of Moral Norms	55
5.5.1.6 The Level of Perceived Behavioral Control	56
5.5.1.7 The Level of Intention not to Waste Food	58
5.5.1.8 The Level of Food Waste Behavior	59
5.5.2 Model 1.....	60
5.5.2.1 Pearson’s Correlation Analysis	60
5.5.2.1.1 Correlation Analysis between Environmental Concern and Attitude toward food waste	61
5.5.2.1.2 Correlation Analysis between Time Pressure and Attitude toward food waste	61
5.5.2.2 Multiple Regression- Model One.....	62
5.5.3 Model 2.....	65
5.5.3.1 Pearson Correlation Analysis	65
5.5.3.1.1 Correlation Analysis between Attitude toward food waste and INWF	65
5.5.3.1.2 Correlation Analysis between Injunctive Norms and INWF	65
5.5.3.1.3 Correlation Analysis between Moral Norms and INWF	66
5.5.3.1.4 Correlation Analysis between PBC and INWF.....	66
5.5.3.2 Multiple Regression – Model 2	67
5.5.4 Model 3.....	70
5.5.4.1 Pearson Correlation Analysis.....	70
5.5.4.1.1 Correlation Analysis between INWF and Food Waste Behavior ..	70
5.5.4.2 Simple Regression- Model 3.....	70

5.6 Chapter Summary	73
Chapter-6	74
DISCUSSION	74
6.1 Introduction	74
6.2 Discussion of Personal Information	74
6.2.1 G.N.Division of the respondents.	74
6.2.2 Gender of the respondents	75
6.2.3 Age group of the respondents	75
6.2.4 Educational Qualification of respondents.....	75
6.2.5 Occupational Level of respondents.....	75
6.2.6 Monthly income level of respondents.....	75
6.3 Discussion of research information.....	76
6.3.1 Discussion on research objective one.....	76
6.3.1.1 Level of Environmental Concern	76
6.3.1.2 Level of Time Pressure.....	77
6.3.1.3 Level of Attitude toward food waste	77
6.3.1.4 Level of Injunctive Norms	78
6.3.1.5 Level of Moral Norms	78
6.3.1.6 Level of Perceived Behavioral Control.....	79
6.3.1.7 Level of Intention not to Waste Food.....	79
6.3.1.8 Level of Food Waste Behavior.....	80
6.3.2 Discussion on Research Objective Two.....	80
6.3.2.1 The relationship between Environmental concern and Attitude toward food waste	80
6.3.2.2 The relationship between Time pressure and Attitude toward food waste.....	81
6.3.2.3 The relationship between Attitude toward food waste and Intention not to waste food	81
6.3.2.4 The relationship between Injunctive norms and Intention not to waste food	81
6.3.2.5 The relationship between Moral norms and Intention not to waste food	82
6.3.2.6 The relationship between Perceived behavior control and Intention not to waste food	82

6.3.2.7 The relationship between Intention not to waste food and Food waste behavior	82
6.3 3 Discussion on research objective three.....	83
6.3.3.1 Multiple regressions - model 1	83
6.3.4 Discussion on research objective Four	84
6.3.4.1 Multiple regression model-2	84
6.3.5 Discussion on Research Objective Five	87
6.3.5.1 Simple regression - model 3	87
6.4 Hypothesis Testing	88
6.5 Chapter Summary	89
Chapter-7	90
7.1 Introduction	90
7.2 Conclusion	90
7.2.1 Conclusion of objective one	90
7.2.2 Conclusion of objective Two	91
7.2.3 Conclusion of objective Three	91
7.2.4 Conclusion of objective four	92
7.2.5 Conclusion of objective fifth	92
7.3 Contributions of the study	92
7.3.1 Practical Contribution.....	93
7.3.2 Theoretical Contribution	93
7.4 Recommendations.....	94
7.4.2 Recommendation on Time pressure	95
7.4.3 Recommendation on Attitude toward food waste	95
7.4.4 Recommendation on Injunctive Norms.....	95
7.4.5 Recommendation on Moral Norms	95
7.4.6 Recommendation on Perceived behavioral control.....	96
7.4.7 Recommendation on Intention not to waste food.....	96
7.5 Limitations of the study	96
7.6 Directions for future study.....	97
7.7 Chapter Summary	97
LIST OF REFERENCES	98
Appendix-I (English Questionnaire)	111
Appendix-2 (Tamil Questionnaire)	115