

## Message processing and behavioural intentions towards Food Waste Prevention and Reduction

### ZERO WASTE AUSTRIA (ZWA)

This research is being conducted as a master's thesis for the fulfilment of the Joint International Master's Programme in Sustainable Development at the University of Graz, Austria. Specifically, this research is a case study on Austrian households that seeks to evaluate to what extent message processing variables and attitudes towards food waste have an influence on household's behavioural intentions towards **food waste prevention and reduction (FWPR)**. These message processing variables include self-reported levels of environmental knowledge and concern, as well as perceived benefit and effectiveness of one's pro-environmental actions. This research applies the framework of the **Elaboration Likelihood Model (ELM)** of persuasion which theorizes that the way individuals process and understand information can be indicative to whether a change in attitude may occur. This research also applies the **Theory of Planned Behaviour (TPB)**, which is a widely used framework to investigate and explain food

waste behaviour. Data from this research was collected using **LimeSurvey**, an online survey tool provided by the University of Graz.

The findings of this research aim to contribute to the growing knowledge on food waste behaviour, as well as developing strategies that lead to sustained FWPR behavioural change. Concretely, as part of the **ToNoWaste** project landscape, this research is being conducted in collaboration with Zero Waste Austria and will contribute to informing the design of future FWPR interventions and actions.

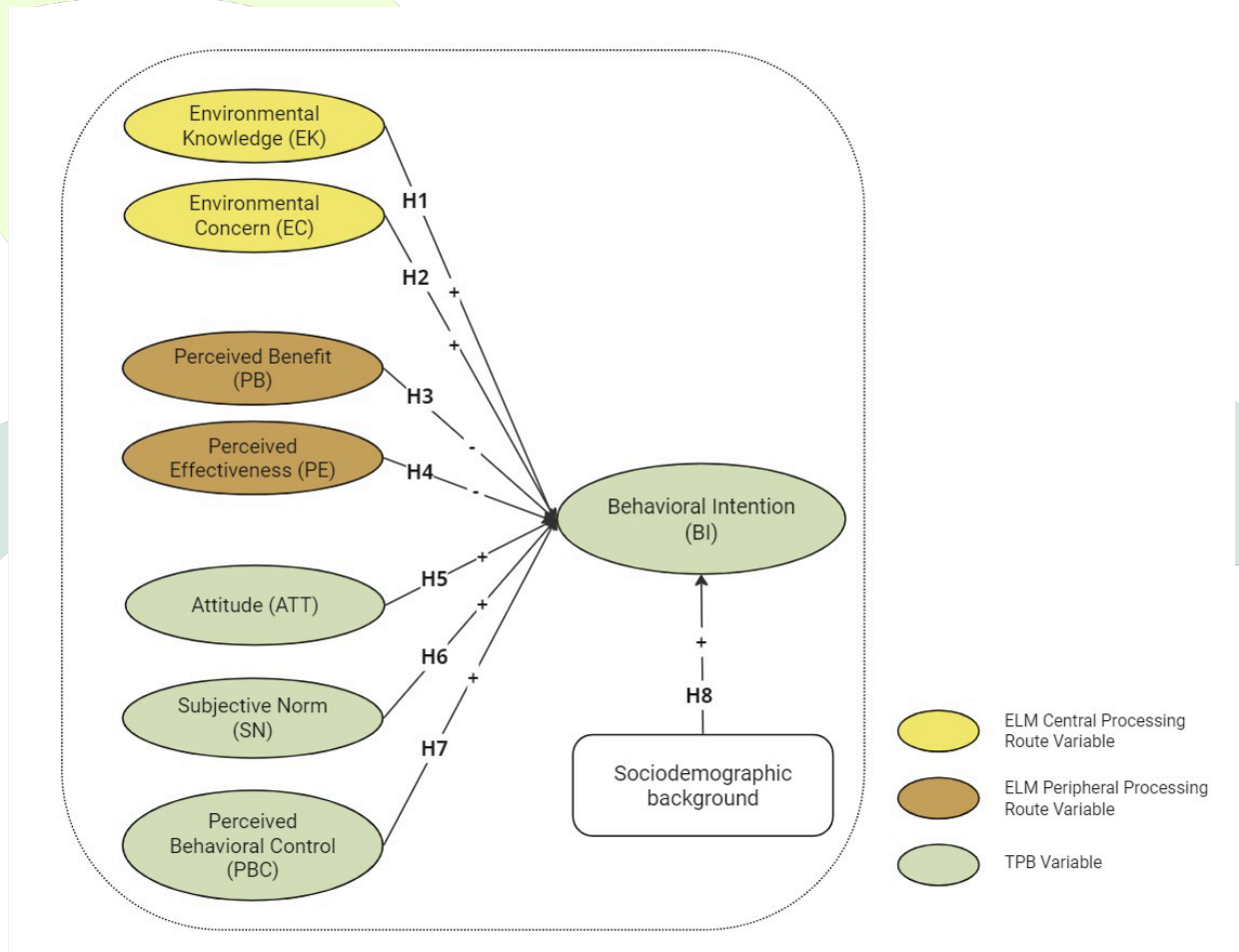
This research is currently in the phase of data analysis and will be completed before the end of 2024.

**Key concepts:** Food waste, Food waste behaviour, behavioural intention, pro-environmental message processing.

*\*Felicia Dayrit, a **ToNoWaste** project volunteer for Zero Waste Austria, has facilitated the development of this Practice Abstract.*



## Research model:



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