



Suhaily Mohd-Ramly

Analysing the influence of perceived scarcity, negative feelings, and status consumption on food waste among consumers

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Authors Muhamad Azrin Nazri, Nor Asiah Omar, Suhaily Mohd Ramly, Siti Ngayesah Ab Hamid, Azreen Jihan Che Mohd Hashim

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Description The purpose of this study is to examine the effect of perceived scarcity, negative feelings, and status consumption on food waste among consumers in Malaysia. A total of 258 questionnaires were collected via convenience sampling from customers who purchased food. The findings suggest that negative feelings and status consumption are significant and positively related to food waste. However, perceived scarcity shows no relationship to food waste. This study indicates that consumer's behaviors and motivations in buying food can lead to food waste. This study provides empirical and managerial contributions to the underlying factors that influence food waste among consumers. Due to the alarming level of food waste and limited research on consumer food waste behavior in the medium to a high-income group of countries such as Malaysia, there is an urgent call to conduct this study

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