

„You need to plan it.“ Practices of reducing food waste in households

Anotation

This diploma thesis focuses on a problem of consumers' food waste. The main goal is to find out how does the consumer behaviour of the target group look like and how does this behaviour influence the amount of food which is thrown into the trash. By using the theory of practice, therefore exploring specific practices which people use for food consumption, it was possible to tackle the problem. Moreover, this approach enabled to emphasize not only the practices themselves but also the meaning which is connected to them. Results of the qualitative research show that one of the biggest influence on the quantity of discarded food has the shopping behaviour like careful planning of food purchases with respect to real consumption. Different practices were found also in other situations, for instance, when older food accumulates at home and it is necessary to process them to prevent them from being thrown away. These strategies are influenced by different aspects like environment, availability or respondent's experience. In the text are, furthermore, introduced also respondents' motivations and barriers which affect their tendencies to reduce consumption and thus minimalize food waste.