

## Abstract

### Reducing food waste – what is behind good habits and good practices? A research methodology consideration

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In food chain all of the players are responsible for waste production. The processing industry and the retailer companies produce large amount of waste material due to the nature of the technology and the business model utilized. While it is a significant part of all food losses, in developed countries the unconsumed foodstuffs in households almost reach the same level. Our research endeavours to provide an appropriate background for reducing the amount of food waste with examining the influencing factors of consumer attitude and the applied “good practices” in the industry.

In research methodology planning, we pay attention to examine attitudes, habits and opinions of consumers. In this part, a combination of qualitative (focus group research) and quantitative (survey based on personal interviews) methods will be used. The focus group interviews will consist of 4 groups. Every group should represent different consumer classes including 6-8 consumers. The survey will gather a sample size of 1000, aiming a good representation of the Hungarian population. Multivariate methods – especially factor and cluster analysis, regression models – will be used to get an in depth picture of the topic.

The examination of food processing and retail companies will be done with in-depth interviews with professionals, and it will be completed with the analysis of available secondary data.

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