<h1 style="text-align:center">Extended Abstract</h1>
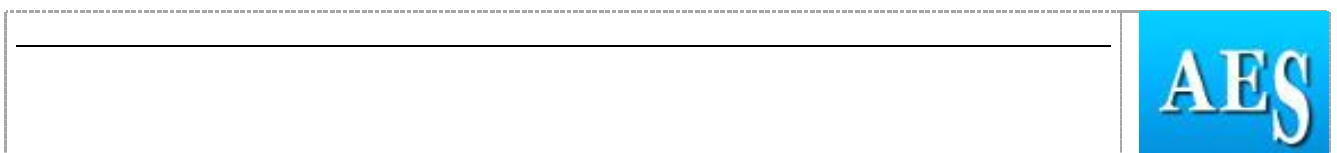<h2 style="text-align:center; color:red">Please do not add your name or affiliation</h2>

Paper/Poster Title	Comparison of Consumer Food Waste Decisions during Meals between the United Kingdom and Thailand: A Vignette Approach

Abstract prepared for presentation at the 96th Annual Conference of the Agricultural Economics Society, K U Leuven, Belgium

4th – 6th April 2022

Abstract	*200 words max*

Food waste is increasingly recognized by policymakers worldwide as a top environmental, economic, and food security concern. There is also growing recognition of consumers' roles in determining the degree of food waste. Using an experimental vignette methodology, in an online stated survey, we investigated and compared for the first-time consumers' food waste decisions during meals in the United Kingdom and Thailand. Specifically, we examined consumers' decisions to discard leftovers during different meals scenarios (i.e., vignette), which vary if they have a meal alone or with other people, place of eating, cost of the meal, amount of leftovers, and future meal plan. Results suggest that consumers, in both the United Kingdom and Thailand, are more likely to save leftovers when have meal at home, the cost of the meal is high, and a whole meal is left. British consumers are more likely to save food when they have no meal plan for the following meal, while Thai consumers are more likely save food when eating alone. Different consumer segments were identified and characterized. These findings have important implications and provide useful recommendations to policymakers and practitioners that aim to adopt food waste reduction strategies.

Keywords	Comparison; Consumer food waste decisions; Leftovers; Meals scenario; Thailand; United Kingdom; Vignette methodology.
JEL Code	Agricultural Policy; Food Policy: Q180.

Introduction	*100 – 250 words*

Food waste is increasingly recognized by policymakers worldwide as a top environmental, economic, and food security concern. There is also growing recognition of consumers' roles in determining the degree of food waste. Previous research has highlighted the lack of information about consumers' decisions regarding food waste, along with the need to better understand the differences between lower and higher income countries in different cultural contexts, which in turn are likely to reflect different economic incentives. We investigated and compared, for the first time, consumers' food waste decisions during meals in the United Kingdom and Thailand. Specifically, we examined consumers' decisions to discard leftovers during different meals scenarios (i.e., vignette), which vary if they have a meal alone or with other people, place of eating, cost of the meal, amount of leftovers, and future meal plan.

Methodology	*100 – 250 words*

We investigated a sample of 417 United Kingdom and Thai consumers who participated in an online survey during Autumn 2019 using Qualtrics. We applied an experimental vignette methodology by utilizing a within-subject design where respondents are presented with multiple vignette scenarios and are asked to make decisions by ranking each scenario based on the likelihood to save/waste their leftover meal. Five attributes were used to describe the different eating scenarios such as "presence", "place", "cost", "amount", and "plan". "Presence" was defined by whether the person had a meal alone or with other people and was specified in two-levels: eating "*Alone*" or "*With others*". "Place" was specified where people have meals and was specified into two-levels: "*Home*" or "*Restaurant*". "Cost" of the meal was specified in two-levels either "*100 Baht/£6*" or "*500 Baht/£30*". "Amount" of leftover food after a meal was specified in two-levels as either "*Half meal*" or "*Full meal*". Lastly, "Plan" mean if consumers already have a meal plan for the following day using two-levels either as "*No plan*" or "*Plan*" were included. The selected attributes, and their levels were then used to generate a 2^5 factorial design in balanced incomplete blocks that resulted in the creation of thirty-two scenarios (i.e., vignettes), which were then divided into four blocks, thus each consumer evaluated eight eating scenarios. In addition, we collected several consumers' characteristics such as habits, attitudes, and socio-demographics. Data were analysed using the Rank Ordered Mixed Logit, Latent Class Conditional Logit model and Multinomial Logit Model.

Results	*100 – 250 words*

First, consumers tend to save more leftovers when the cost of the meal was higher, when they have a meal at home and have enough leftovers for a whole meal. Second, British participants have a higher probability to save leftovers when there are no future meal plans while Thai people are more likely to save leftovers when they eat alone. For British people, the cost of the meal and place of eating have similar importance as a driver of decisions to waste/save food, while for Thai consumers the place of eating is less relevant, at least for some consumers. Third, at the individual level, we found that many of the United Kingdom consumers are more likely decide to save leftovers based on a combination of several factors of similar importance, while for two smaller groups of people the decision to save/waste leftovers is strongly based on having a meal at home or when the cost of the meal is high. By contrast, in Thailand, the decision to save/waste food for most consumers is only marginally determined by the attributes considered in our study, while two smaller groups of consumers saved more leftovers when the decision was strongly based on one main factor, such as when the meal is more expensive for one group, and by all the attributes for the other group. Fourth, in terms of individual consumers' characteristics our results reveal that food habits affect and characterize different consumers' groups decisions to save/waste food.

Discussion and Conclusion	*100 – 250 words*

Policy makers can promote educational campaigns to reduce food waste by better targeting educational efforts to the consumers most susceptible to high levels of food waste. Furthermore, vendors need to size their portions more correctly while holding price constant and/or offering multiple portions. Governments can also support restaurants by providing food-preservation materials like doggy bags through a central

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resource, such as a website. Restaurants in Thailand might incentivize their waste-reduction efforts by specifically targeting consumers who dine with others rather than those who dine alone. In the United Kingdom, the WRAP campaigns that are much more targeted toward saving food in the home but could be complemented by information and initiatives aimed at reducing food waste outside of the home. Similarly, in Thailand the "Save Food Campaign" could be targeted more to information and initiatives aimed at reducing food waste outside of the home. More broadly, policy interventions should take a proactive approach that include all stakeholders along the food supply chain to push for food waste prevention from a more systemic and inclusive perspective.

To conclude, our findings revealed that for both British and Thai consumers' food waste decisions are dependent on economic and other contextual factors and differed considerably within and across the populations. Nonetheless, the cost of the meals as well as place of eating are key determinants of consumers' food waste decisions and we have argued that this does provide an avenue for policy interventions.