



# Understanding consumer behaviour to make more conscious food choices

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## The problem

Consumers often feel overwhelmed by the vast array of food products and marketing messages, making it challenging to make informed purchasing decisions. Without a clear understanding of their own preferences and needs, they may feel dissatisfied with their choices or regret their purchases, increasing the risk of food waste.

## The solution

Helping consumers understand their own buying habits and preferences can empower them to make better purchasing decisions. Educating consumers on how to analyse their own purchasing behaviour, compare products, and critically evaluate marketing claims can lead to more satisfying and conscious choices when purchasing food products.

## Benefits



Consumers will make more informed decisions, reducing impulse purchases and buyer's regret.



Increased satisfaction with food products that truly meet their needs and preferences.



Enhanced ability to navigate marketing tactics and promotional offers, leading to better value for money;



Promotion of mindful and sustainable consumption, reducing unnecessary purchases and food waste.

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## PRACTICAL RECOMMENDATIONS



### Practical recommendations for consumers

- Identify personal needs and preferences before making a purchase to avoid impulsive decisions.
- Be aware of marketing strategies such as discounts or promotions that may influence unwanted purchasing decisions.
- Be cautious of emotional triggers in advertising that encourage unnecessary purchases.
- Test or try products when possible to ensure they meet your expectations before committing to a purchase.



#### About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2024

**Project dates:** from November 2021 to April 2026.

**Goal:** to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.