

Chapter 3

Customer Consciousness Towards Food Wastage in the Indian Hospitality Industry

Koppala Venugopal

Aditya Institute of Technology and Management, India

Saumendra Das

 <https://orcid.org/0000-0003-4956-4352>

GIET University, Gunupur, India

Vakamullu Gopalakrishna

Aditya Institute of Technology and Management, India

Rohit Bansal

 <https://orcid.org/0000-0001-7072-5005>

Vaish College of Engineering, India

ABSTRACT

Customer consciousness towards food wastage in the Indian hospitality industry encapsulates a study exploring the awareness and attitudes of customers in the Indian hospitality sector regarding food wastage. By examining various factors, including cultural norms, economic considerations, and communication strategies, the research aims to discern the level of consciousness among customers in mitigating food waste. A method mix of descriptive design, mixed approach, convenience sampling, and cross-sectional survey method was carried out. The analysis associated with classification with ML applications, factor analysis and multiple regression analysis were used. Insights from this investigation contribute to fostering sustainable practices within the hospitality industry and addressing the broader issue of food wastage in India. This chapter highlights the significance of understanding customer perspectives in developing effective strategies for reducing food waste in the dynamic landscape of the Indian hospitality sector.

DOI: 10.4018/979-8-3693-2181-2.ch003

1. INTRODUCTION

The burgeoning trajectory of the hospitality industry within the Indian landscape has manifested itself in pronounced growth, concomitant with a discernible surge in culinary consumption. Regrettably, this precipitous upswing has engendered a commensurate escalation in the profligate dispensation of food resources, thereby presenting a confluence of environmental and economic exigencies. The imperative at hand, therefore, lies in the meticulous elucidation of customer consciousness vis-à-vis the profligate dispensation of sustenance within the precincts of the Indian hospitality sector. In tandem with the burgeoning global cognizance of environmental sustainability, there has emerged a palpable disquietude regarding the deleterious ramifications of wanton food wastage. The hospitality industry, serving as a conspicuous crucible of such excesses, stands compelled to scrutinize the profundity of awareness harbored by its clientele. The exigencies emanating from the confluence of burgeoning consumption patterns and the attendant detriments to the environment necessitate a judicious evaluation of customer consciousness.

The kaleidoscopic tapestry of cultural and socio-economic diversity intrinsic to India poses a sui generis set of challenges in the efficacious management of alimentary excesses. This intricate milieu mandates a nuanced comprehension of the idiosyncrasies of customer consciousness as a *sine qua non* for the formulation of efficacious strategies. It is incontrovertibly posited that customers, as potent arbiters of the industry's *modus operandi*, proffer an instrumental conduit for ameliorative interventions.

Moreover, the imbrication of myriad determinants serves to shape the contours of customer consciousness pertaining to food wastage in the hospitality sector. Variables such as awareness and educational proclivity, cultural and societal norms, the perceived value of sustenance, individual values and ethical predilections, customer engagement and empowerment, communicative modalities, technological innovations, and the overarching ambit of policy and regulation are pivotal in discerning and modulating customer comportment. The discernment of these multifarious facets constitutes an imperative prelude to the crafting of targeted initiatives, poised to attenuate the scourge of food wastage while instilling a culture of sustainability within the precincts of the hospitality industry.

Certain elements have been found as specified above, are well supported with the literature gathered by researchers in the study and the observations on the variables from previous studies are dealt below

It is noted that customers who are well-informed about the impact of food wastage on the environment are more likely to be conscious of their choices and certain programmed awareness campaigns and educational programs within hospitality establishments can contribute to increasing customer consciousness (Alamar, M. et al.2018)

Cultural attitudes towards food and dining can significantly influence customer behavior. Understanding cultural norms helps in tailoring communication and initiatives. Customers may be influenced by social norms and the behavior of their peers. Creating a social norm that values minimizing food wastage can positively impact customer consciousness (Mikiyas Getachew et al. 2016).

Customers who perceive the economic value of food are more likely to avoid wastage. Communicating the value of food items and the resources invested in their production can influence customer behavior. Offering flexible portion sizes and promoting the idea of ordering only what one can consume contributes to reducing plate wastage (Koppala Venugopal et al. 2020).

Customers with strong environmental values are more likely to make choices aligned with sustainability, including minimizing food wastage. Aligning hospitality practices with ethical considerations, such as reducing food wastage and supporting local and sustainable sourcing, can resonate with conscious consumers. (Venugopal, K. et al. 2016).

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/customer-consciousness-towards-food-wastage-in-the-indian-hospitality-industry/341559

Related Content

Effect of Service Quality on Customer Satisfaction in Selected Cafeterias: A Structural Equation Modeling Approach

Beatrice Atta Mensah, Sylvester Achioand Isaac Ofori Asare (2021). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-16).

www.irma-international.org/article/effect-of-service-quality-on-customer-satisfaction-in-selected-cafeterias/269288

Enlivening the Effect of Tourists' Knowledge and Involvement on Malaysian Heritage Food (MHF) Towards Food Tourism Image in Malaysia

Siti Radhiah Omar, Shahrim Ab Karim, Siti Suriawati Isaand Siti Nazirah Omar (2019). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 23-42).

www.irma-international.org/article/enlivening-the-effect-of-tourists-knowledge-and-involvement-on-malaysian-heritage-food-mhf-towards-food-tourism-image-in-malaysia/218907

The Context of the Tourism Market in Kazakhstan: State, Firms, Old and New Practices

Onur Dirlik, Janset Özen-Aytemurand Murat Atalay (2020). *Economic, Educational, and Touristic Development in Asia* (pp. 127-150).

www.irma-international.org/chapter/the-context-of-the-tourism-market-in-kazakhstan/250544

Augmented Reality Apps for Tourism Destination Promotion

Roya Rahimi, Azizul Hassanand Ozlem Tekin (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 1066-1077).

www.irma-international.org/chapter/augmented-reality-apps-for-tourism-destination-promotion/251096

Customer Satisfaction Model: Identify the Determinants of Budget Hotel

Sara Sarwari, Tanvir Ahmed Minar, Nasrin Shah Naazand Md Al Amin Hossain (2021). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 34-51).

www.irma-international.org/article/customer-satisfaction-model/267926