

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The findings and information gathered from this study enable us to draw the following conclusion and recommendation.

Generally, the results obtained from this study have proved the essence of using the extended model of planned behaviour by explaining student behaviour towards food waste as well as their intention to perform or not a particular behaviour. The results also proved the importance of using the partial least square structural equation models approach (PLS-SEM) as an essential tool for analysing food waste behaviour and predicting different relationships developed within the study which enable to observe and draw various conclusions considering the context and nature of the current study.

The results of this survey have provided a road map and reflect the whole picture about student's awareness of the food waste problem and their behaviour towards food waste. It highlights that, despite the fact that higher learning institutions are the important instrument for disseminating information and imparting knowledge to people of different ages and backgrounds based on different academic realms, awareness of environmental and social consequences as well as economic consequences on food waste problem is still needed to be emphasized and promoted in these institutions such as universities, and other government and non-government bodies since it was found to impose both negative and positive effect in motivating individual intention to avoid or reduce food wastage as well as modifying their behaviour towards food waste. Specifically;

1. The students' awareness of the consequences of food waste plays an important role in students' intention to avoid or reduce food waste. Students' awareness of environmental and social, and economic consequences of food waste has a direct and significant negative and positive effect on student's intention to avoid or reduce waste respectively, while not significant on correct(positive) behaviour towards food waste. The results confirm that student's awareness of the consequences of food waste imposes a significant effect on student's intention to perform a particular behaviour towards food waste.

2. There was no evidence that student's intention to avoid or reduce food waste has a significant direct effect on each component of the extended model of the Theory of planned behaviour (TPB). Each component (exogenous latent constructs) of the extended model of TPB act as an independent factor in the model and intention do not play any mediation effects in the relationship between endogenous and exogenous latent constructs.

3. Students' gender did not indicate any significant influence on correct behaviour towards food waste as well as across all latent constructs in the model. This result enables us to conclude that food waste is strongly influenced by individual behaviour regardless of their gender.

4. The Importance of Performance Map Analysis (IPMA), identify that Perceived behaviour control and Awareness of Economic consequences of food waste behaviour are the main determinants and dimensions to explain students' intention to avoid or reduce food. These results indicate that the aforementioned constructs in the model describe exogenous constructs with high importance and performance when it comes to understanding students' intention to avoid or reduce food. While student perceived behaviour control, Subjective Norms and Awareness of environmental and social consequences are the main determinants to explain correct behaviour towards food waste.

5.2. Recommendation

In order to raise student's awareness of the food waste problem and modify their behaviour towards food waste, the following should be done in higher learning institutions.

1. The existing policies regarding general solid waste management in the university setting should be improved to address specifically food waste.

2. The university should prepare periodically specific international and local programs, workshops, and activities that focus on food waste reduction and prevention practices.

3. University students should be encouraged to attend and join different programs such as seminars, conferences, symposiums, and other associated programs and activities that dedicated to discourage and prevent food waste generations. By doing

so students will develop a positive attitude and behaviour towards food waste as well as earning appropriate skills and knowledge which will facilitate the spreading of information to their family, friends and surrounding community which in turn the problem of food waste will be reduced to a large scale.

4.To the Government: The existing laws and regulations related to general solid waste management should be improved and modified through the establishment of a specific food waste reduction regulatory approach such as laws, by-laws, and standards that aim at inducing food waste reduction and prevention behaviour through penalty provision for actors such as retailers, restaurants, consumers and others who do not conform with the established regulations. This will go alongside the enactment of new policies that will ensure prevention and reduction of food waste and developing a proper habit, attitude and behaviour towards food waste.