Appetite for Change

A study of how new practices are fostered and sustained
in online food waste communities

by
Emma Barfus & Thanh-Tra Phan

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Supervisor: Carys Egan-Wyer
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Abstract

Title: Appetite for change: A study of how new practices are fostered and sustained in online food waste communities.

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Thesis Purpose: We aim to bring light to an under-researched topic of sustainable behavior continuance by studying how online communities and mobile applications, the ongoing trends in customer experience management, can influence, create and sustain new practices in food waste.

Methodology: This study conducted a netnographic observation of six user-created online communities on food waste and Too Good To Go, the most used food waste application, on Facebook and Reddit. Initially, we analyzed hundreds of posts across a four-year period and our final data set included a collection of nearly 500 comments. For the initial organization of the data, we sorted it using the customer journey theory into pre-purchase, during-purchase, and post-purchase phases. Afterward, we used the social practice theory to discuss new food-related practices found throughout the posts and comments.

Theoretical Perspective: The analysis of our data was conducted through the lens of social practice theory. We examined common themes to discover 4 main food-related practices that users of these online communities participate in in the post-purchase phase of the Too Good To Go customer journey. Using social practice theory, we then identified the competencies, material arrangements and meanings associated with each of the 4 practices. Additionally, we looked at the link between these practices, the different types of motivation behind them, and the conditions for these practices to be maintained.

Findings/Conclusion: The main finding of our thesis was that while the majority of online community members were comfortable with the material arrangements and meanings associated with the practices, they lacked some of the competencies needed to fully adopt these new practices. The users in the online communities did their best to help each other learn these new skills, but their efforts could be magnified and sustained with the assistance of Too Good To Go, as well as other key market actors, stepping in to take an educational role.

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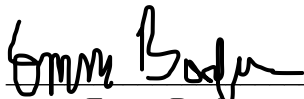
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Emma Barius

Thanh-Tra Phan

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1. Introduction

The first chapter of this study conceptualizes the phenomenon of food waste apps, specifically Too Good To Go (TGTG for short), and how they create new food-related practices. We answer the questions of how food waste apps work, how they create new practices and why this is a relevant topic. We state our research question and delineate the aims of our research.

1.1. Background

> *"Clearly, the thing that's transforming is not the technology - it's the technology that is transforming you."*
>
> — Jeanne W. Ross of MIT Sloan's Center for Information Systems Research

As technology has developed, so have different mobile applications that have forever transformed consumer practices. These mobile apps have a striking ability to shape consumer actions, attitudes, and norms. Apps like Uber and Lyft have shifted consumers from calling taxi companies for a ride to summoning a car to their exact locations without speaking to a single person. Tinder has gotten rid of face-to-face dating and replaced in-person first interactions with 'swipes' and 'matches' (Tang & Huang, 2020). These apps and others have not only affected the behaviors directly linked to the app but have extended to related behaviors as well. Tinder has not just changed the way we meet people to date but has led to a rise in 'online dating' and meeting friends online. Uber hasn't just affected the taxi industry, but the food delivery industry as well. This idea goes beyond simply shifting practices, but shaping them as well. When a new behavior is integrated properly into someone's life, it becomes an important part of their daily routines (Samsioe & Fuentes, 2022) and something they cannot survive without (Huang & Tang, 2020).

Since people have begun to recognize the ability of mobile applications to shape and transform customers, apps targeted at using this ability for the good of society have risen in popularity (Pantano & Priporas, 2016). Specifically, apps targeted at food consumption and waste have been popular. Some notable names are Olio to pass on what you no longer need to people who live nearby, Flashfood, Too Good To Go, and Karma to buy leftover food at a discount, FoodCloud to volunteer and donate food to charities, nosh and

Kitche Food to manage household food habits. All of these apps focus on changing the way consumers behave when interacting with food to hopefully encourage more sustainable behaviors.

Significant research has been done on how to properly encourage the adaptation of sustainable behaviors. Some theories propose that behaviors are shaped by personal attitudes, subjective norms, and perceived behavioral control (Azjen, 1999) or a person's values, beliefs and norms (Stern, et al, 1999). A comprehensive review of the topic suggests the importance of helping people see the tangible need for a shift in behavior, connect positive feelings to the behavior and make it a daily habit (White, Habib, and Hardisty, 2019).

More specific research on the topic of addressing behaviors connected to the food waste problem highlights the complexity of successfully changing a behavior. The act of wasting food, like many other behaviors, is not the result of a single behavior but a complex journey of many different actions, with each action affected by different factors and norms (Van Geffen et al., 2016). Creating sustainable behavior is no simple task and requires time, effort and a certain set of conditions that take into mind all the behaviors involved in an action (Samsioe & Fuentes, 2022).

As the internet and mobile applications have increasingly become a central part of society, research has shifted to understand how technology affects the creation and stabilization of sustainable behaviors. Studies on sustainable food consumption behaviors have shown that smartphones are reconfiguring how consumers find information, make decisions and interact with different touchpoints (Fuentes, et al., 2017). This change spurred by technology has created new solutions that replace, complement, and reconfigure behaviors with new sustainable ones (Samsioe & Fuentes, 2022). As technology is rapidly changing, so are the new solutions to encouraging sustainable behavior. Thus, it is important to constantly examine these new solutions to gain a greater understanding of what it takes in the modern world to successfully integrate new practices into peoples' lives.

1.2. Research problem

The European Commission (2024) reports that about 58 million tons of food are wasted each year in the European Union alone. 26% comes from food service, 13% from retail, and a staggering 61% from private households, together which accounts for 16% of the EU's food waste greenhouse gas emissions. In 2015, the United Nations adopted 17 sustainable development goals, aimed at providing a "shared blueprint for peace and prosperity for people and the planet, now and into the future" (United Nations, 2024). Goal number 12 focuses on creating more sustainable consumption patterns, including reducing

the average 120 kilograms of food wasted per person each year (United Nations, 2024). Many of these apps targeting food waste and consumption, as mentioned previously, have risen to assist in tackling this goal.

Of all these apps, Too Good To Go is currently the number one app for food waste with 85 million users and over 155,000 food partners in 17 countries. TGTG focuses on reducing retail food waste by partnering with individual establishments to let customers 'rescue' leftover food from being thrown away. This leftover food is sold at a cheap price, usually less than $10, with customers promised to receive food worth at least 2 or 3 times the price they paid on the Too Good To Go app. Sold in the form of surprise bags, customers have no idea of what kind of food they will receive in their bag, beyond a brief description of the general type of food the establishment sells. In their latest Impact Report for the year 2023, TGTG stated that they had saved over 300 million meals from being wasted (Too Good To Go, 2024b). The app has also grown to have a massive presence on social media, not just in the brand-owned platforms, but on user-created platforms as well. Social media groups, some with over 300,000 members, dedicated to discussing Too Good To Go surprise bags have become widely popular on many social media sites.

With its business model, Too Good To Go has started to shift app users away from established practices for buying and consuming food to new practices. Typically, consumers follow a certain pattern when buying food such as making a grocery list, heading to their favorite store, and purchasing the products they like or need. Shopping for Too Good To Go disregards these routines and instead has users shopping at new stores and receiving unknown and nearly expired food items. This shift in routine, like many other new behaviors, requires app users to replace automatic processes with new controlled processes which can make the behavior difficult to participate in long term (White et al., 2019).

Users of the Too Good To Go app have come up with many solutions and new practices to handle the new kind of shopping that the app is promoting. On many social media platforms, app users have created dedicated Too Good To Go and food waste groups to discuss in detail the content of their surprise bags, good and bad. They ask each other for advice, celebrate wins and help each other adapt to new practices. These groups have amassed millions of members, with hundreds of daily posts and comments. For many app users, the online Too Good To Go communities have become a central part of their Too Good To Go experience, even though they are touchpoints managed by users, not the brand. Despite these food waste and Too Good To Go online communities becoming such a popular phenomenon, there is little research done on the role they can play in encouraging sustainable behaviors.

As much previous literature examines the creation of sustainable behaviors, not the stabilization, we will take a closer look at how the behaviors that are facilitated by Too Good To Go can be sustained, as well as how they can encourage more sustainable practices. In our study, we are going in-depth to see how consumers have used online communities in their Too Good To Go journey to adapt to this new way of shopping and how this tool can be utilized more efficiently to ensure that good practices can be continued. We will examine the challenges they face, the touchpoints they use, and their motivations for participating.

1.3. Research Question

With this gap in mind, we plan to further research the topic by answering the following research question:

"How are new practices fostered and sustained in online food waste communities?"

By answering these questions, we aim to contribute to the topic in a couple of ways. (1) adding to research on sustainable consumer behavior in the contexts of online communities and food waste (2) providing Too Good To Go and the online communities with suggestions for how they can make changes to encourage consumers to more fully participate in their mission to "inspire and empower everyone to fight food waste together" (Too Good To Go, 2024).

1.4. Outline of the study

The second chapter of the study contains our literature review on the topics of sustainable consumer behavior, food waste and mobile shopping experiences. Then, we will present the theoretical lens that will be used to guide the collection and analysis of our data. The fourth chapter contains a detailed overview of our methodological approach including our reasonings behind our chosen methodology and detail on data collection criteria. We then, in chapter five, present our gathered data and analyze it in the context of our theoretical lens to discover the food-related practices Too Good To Go users have created with the assistance of online communities. Our final two chapters will put our findings into the context of previous research and provide implications and further research direction for researchers and managers.

2. Literature Review

With the research question in mind, we will conduct a literature review in this chapter with the following purposes:

1. *To familiarize ourselves with existing knowledge, theories, and findings on the topic.*
2. *To identify knowledge gaps and unresolved issues in existing literature.*
3. *To provide a context in which our study will contribute with findings and implications.*

Our literature review will discuss three main topics. Primarily, we will examine existing literature on consumers and sustainable behavior. To complement this and our research topic, we will also examine the literature on food waste and mobile application behaviors. All are complex topics that don't monitor a single behavioral decision by the consumer but instead monitor long streams of interconnected behaviors that are influenced by various internal and external factors.

2.1. Sustainable Consumer Behavior

2.1.1. Origins

Sustainable customer behaviors consist of a range of actions made by the consumers, actions that they consider to align with environmental, social, and economic sustainability (Balderjahn et al., 2013). In other words, the action of purchasing a product is influenced by the customer's knowledge of the impact it has on the ecosystem, the working conditions of workers involved in the production process, and the economic and personal well-being of that individual.

According to an analysis from Trudel (2019), early studies of sustainable customer behaviors in the pre-2000 era mainly focused on individual characteristics of "green" or "ethical" consumers with the goal of segmentation. Only in the 2000s did researchers start to investigate the decision-making process and influencing factors of these behaviors.

2.1.2. Key literature

The literature on consumer behaviors is initially developed from a variety of theories, with there being three main theories.

The first is the Theory of Planned Behavior, which was first created by Azjen (1991). This theory proposed three key variables that shape behavioral intentions: personal attitudes, subjective norms, and perceived behavioral control. The stronger the connection between the consumer and the behavioral intention, the more likely that the behavior will be adopted.

The second is the Norm-activation model, created by Schwartz (1997). This theory digs into the emotions behind altruistic behaviors. It posits that anticipated feelings, such as pride and guilt, mediate the effect of personal norms to shape behavioral intentions. Primarily, this model and its derivatives have been used to examine pro-social behaviors, such as blood donation and eating organic (Udo, et al., 2023). This model is often used in conjunction with the Theory of Planned Behavior to understand what drives consumers to participate in a certain behavior (Udo, et al, 2023).

The third is the Value-Belief-Norm Theory. This theory suggests that our intentions and behaviors are shaped by three factors: values, beliefs and norms, and was originally studied in the context of pro-environmental behaviors (Stern, et al., 1999). In order to participate in a cause, individuals must feel like the cause is important and has consequences, as well as believe that their actions have the ability to make a difference.
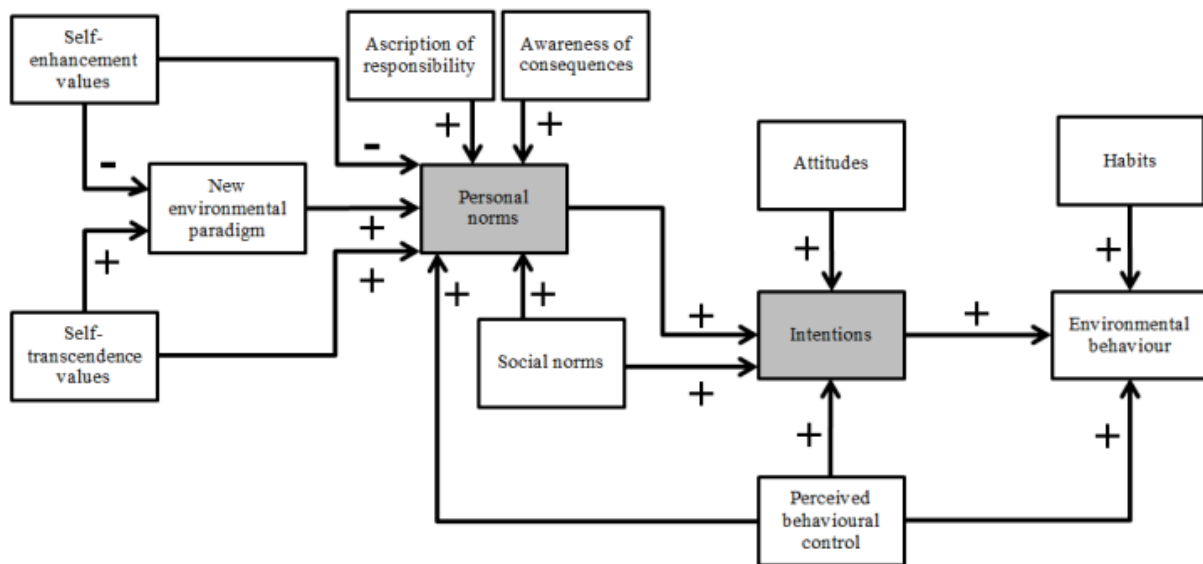

Figure 1: Model of determinants for sustainable consumer behaviors (Klöckner, 2013).

Applying these core consumer behavior theories to the sustainability domain, Klöckner (2013) crafts a comprehensive model of the psychological factors behind sustainable behaviors. Personal norms, which

lead to intentions, are positively and negatively influenced by various factors. Intentions, along with perceived behavioral control and habits, are the direct predictors of sustainable behaviors. The model proposes that advocating for a behavioral change requires a combination of attitude campaigns, de-habitualizing existing behaviors, increasing social support and self-efficacy.

2.1.3. Three stages of the sustainable customer journey

According to Hamilton and Price (2019), a customer has to go through distinct and subsequent phases to successfully foster sustainable behaviors. The three stages are defined as pre-adoption, during adoption and post-adoption.

The pre-adoption phase is the stage where individuals develop the motivation to adopt a specific behavior. Steg and Vlek (2009) identified three major types of motivation, but there appears to be a lack of research on the interactive and integrated effect of these motivations. The first type of motivation is gain, which relates to the perception that the benefits of the action will outweigh the costs and efforts of the action. Normative motivations rely on the individual believing the action is the right thing to do while hedonic motivations relate to the action improving one's feelings such as anticipation and pleasure.

The adoption phase is the stage where consumers mindfully conduct and experience sustainable behaviors. Through conducting these various sustainable behaviors, consumers interact with different touchpoints (Lemon & Verhoef, 2016) and find ways to meet their various needs. Siebert (2020) finds two types of journeys in this phase: (1) the sticky journey, which focuses on making the customers' lives exciting with an endless variation that ignites curiosity and involvement and (2) the loyalty loop which focuses on re-purchasing.

The post-adoption phase is the final stage where customers evaluate their experience in order to decide whether to continue or stop the aforementioned behavior. Bhattacherjee and Lin (2015) stated that continuance can only happen after a prior successful adoption. Elhoushy and Jang (2023) then outlined three key constructs to maintain sustainable behaviors. With a cognitive construct, consumers perceive that the behaviors they are participating in are of high value to themselves, the community and the environment. Additionally, individuals need to have a positive emotional connection to the action, such as feelings of satisfaction, confidence and trust. Most importantly, individuals need to have the intent of continuing the behavior and making an effort to include it in their lives. If these key constructs are not in place, it is unlikely that the individual will continue the behavior.

The three stages pose two important links: motivation - adoption and adoption - continuance. However, the majority of research focuses on the former, how to motivate sustainable behaviors, rather on the latter, how to maintain said actions (Elhoushy & Jang, 2023) and integrate them into consumer's routines (Samsioe & Fuentes, 2022).

2.1.4. Adoption and continuance challenges

A systematic literature review on what hinders consumers from adopting and keeping sustainable behaviors identified the following challenges, categorized into five major themes by White et al. (2019).

The first major challenge that hinders the adoption and continuance of sustainable behaviors is the 'self-other trade-off'. The challenge here is that consumers perceive that these actions bring forth positive environmental and social impacts, however, these impacts come at a cost to themselves. These costs may be increased monetary cost or effort, or inferior quality and aesthetics (Luchs & Kumar, 2015). If these costs seem too high, the consumer will have less interest in continuing the behavior. However, consumers may continue these sustainable behaviors in public settings as a way of identity-signaling (Green & Peloza, 2014).

Another challenge is the fact that most sustainable behaviors require a long-term commitment to make a noticeable difference. When consumers realize that the benefits of their actions will not likely come to fruition in the near future, they become less desirable than actions with immediate results (Hardisty & Weber, 2009). In general, humans do not have much concern for future outcomes, and the lower the consideration for future consequences, the weaker the pro-environmental intentions they express (Joireman et al., 2001; Strathman, et al., 1994).

Another challenge is that the results of sustainable actions can only be fully realized when undertaken by a large group of people, not just individuals (Bamberg, et al., 2015). While research on the potential of collective action lacks, White et al. (2019) suggest that collective efficacy could be a very powerful motivator of sustainable behavior, as people do not feel they are alone and unsupported in their actions.

The daily challenge that most adopters of sustainable behaviors face is that adopting these actions usually requires replacing automatic with controlled practices. Instead of using their habit of throwing all their garbage in one bin, being sustainable requires them to slow down and figure out how to sort into different recyclable material bins. With unsustainable behaviors integrated into their daily lives, switching them to

sustainable ones requires either a fresh start mindset, a habit formation effort, or a combination of both (White et al., 2019).

Finally, many adopters of sustainable behaviors struggle with the problem of abstractness. Sustainability-related issues, by nature, feel psychologically distant to people and have uncertain outcomes, making it difficult for them to relate to the matter and take action accordingly (Reczek, et al., 2018). The problem of abstractness can be addressed by considering the influence of social factors and the building of habits. Additionally, it is helpful to consider how to help individuals see how the problem directly impacts them as a feeling of connectedness can increase a willingness to participate in the behaviors (Hershfield et al., 2011).

Understanding which challenge is most affecting consumers in a given circumstance is essential to choosing a solution that will help mitigate the challenge (White et al., 2019).

2.1.5. The ethical cap, not gap

The mentioned challenges are usually addressed in sustainable consumer behavior research as the "attitude-behavior gap", defined as when consumers show favorable attitudes towards pro-environmental behaviors but often do not display sustainable actions (Auger & Devinney, 2006; Vermeir & Verbeke, 2006).

Most of these studies are at the micro-level, focusing on individual consumers, comparing what they say about sustainability and what they choose to consume in real life. By doing so, consumers are assumed to be stable, logical, and self-aware decision-making subjects. When in real life, consumer behaviors are largely influenced by a plethora of broader, external factors (Caruana, 2007) as well as cognitive emotions (Achar et al., 2016).

Therefore, another literature stream has emerged, studying macro-level values, institutions, and logic currently preventing consumers from becoming more sustainable (Kemper & Ballentine, 2019). By replacing the "ethical consumption gap" with a "cap", researchers of this stream argue that in the current market structures, individual consumers are constrained within certain parameters as sustainable behaviors are made costly in terms of effort, time, and money by other market actors (Coffin & Egan–Wyer, 2022). Consequently, the solutions to sustainability do not lie in "closing the gap", but in "raising the cap" through reconfiguration of relationships among actors (Caruana, et al., 2016). It is important to understand what pain points are being created for consumers by this "cap" so that we can see

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which conditions cause ethical consumption to be costly for consumers (Coffin & Egan-Wyer, 2022) and find solutions to alleviate them.

2.1.6. Proposed solutions

To influence consumers to overcome these challenges, White et al. (2019) conducted a systematic literature review to come up with the SHIFT framework, consisting of five routes. This SHIFT framework covers a wide range of research to create a comprehensive list of routes that can be taken to shift consumer behavior.

Social influence: Social factors have a powerful impact on consumer behaviors (Abrahamse & Steg, 2013). The adoption level can be increased if sustainable consumption is made into a social norm - information on what people commonly do or approve of (Cialdini et al., 2006). Individuals are also influenced by their sense of identity within social groups, so they are likely to engage in sustainable actions that other members are doing (Welsch & Kühling, 2009), make their groups positively viewed (Rabinovich et al., 2011), or have a shared identification (Schultz and Fielding, 2014). Lastly, sustainable consumption can also be nurtured to impress others, declare a social status, or follow a public commitment, all under the concept of "social desirability" (Green & Peloza, 2014).

Habit formation: With most sustainable behaviors requiring long-time commitments instead of one-time occasions (Verplanken, 2011), these behaviors must be turned into habits, defined as actions being repeated automatically in a stable context without much conscious control (Kurz et al., 2014). The process can be carried out using penalties or disruptions to discontinue bad habits (Verplanken & Roy, 2016) or having consumers consider implementation intentions (Kurz et al., 2014). In terms of the behaviors themselves, habit formation can be encouraged by making them easy (Steg and Vlek, 2009), or by using additional prompts, incentives, and feedback (White et al., 2019). However, with incentives, the behaviors are more likely to disappear without them (Cairns, et al., 2010) as the role of intrinsic motive is reduced (Bowles, 2008).

Individual self: Consumers must believe that these sustainable actions are within their means (White, et al., 2011), beneficial to themselves (Griskevicius, et al., 2012), reflect their positive concept (Dunning, 2007) as well as firm consistency (Van der Werff, Steg and Keizer, 2013), and truly make a difference in order to participate in them. As each individual is different, the wide range of personalities, values, and demographics must be carefully taken into consideration as determinants for adoption (Jansson, et., 2010).

Feelings and cognition: Sustainable actions should be linked to positive feelings and hedonic pleasure such as joy, pride, and hope, which make the experience favorable (Giebelhausen et al., 2016), as well as motivate higher engagement and continuance (Peter & Honea, 2012). Negative feelings like guilt, sadness, and fear can also be utilized, but in subtle ways to avoid backfiring (Peloza, et al., 2013). In terms of cognition, consumers need to be provided with specific information on the desired behaviors and consequences (Gifford & Nilsson, 2014) via communication strategies such as eco-labeling (Borin, et al., 2011) and framing (Olsen et al., 2014).

Tangibility: While these actions come at an immediate cost to consumers, their consequences are usually distal and far off in the future. Communication efforts shall be made to bridge this gap by matching consumers' temporal focus and promoting concrete issues (Reczek, et al., 2018) along with their local and proximal impacts (Scannell & Gifford, 2013)., as well as the desire for intangible experiences over material goods (Cherrier, 2009).

This comprehensive summary highlights the difficulties of shifting consumers to more sustainable behaviors. One cannot just rely on the hope that consumers will want to adopt the behaviors out of the goodness of their hearts. Instead, it is necessary to view these five routes and the challenges associated with them as barriers that consumers need to overcome before they are able to create the behavior (White et al., 2019). When considering a complex process like food consumption, which is created by many different interlinking behaviors (Samsioe & Fuentes, 2022), it must be considered that consumers will travel down multiple different routes and will therefore have many different barriers to overcome.

2.2. Food Waste Management

According to Thyberg and Tonjes (2016), the most common definition of food waste is "Food originally produced for human consumption but was discarded or not consumed". This also encompasses food that becomes spoiled before disposal or is still edible when thrown away. It is important to distinguish food waste from food loss, which refers to the decrease of edible food mass throughout the supply chain. The main generators of food waste are retailers and consumers, while for food loss, it is the production and processing companies. In the developed world, food waste is generated in higher quantities, and thus, holds greater reduction potential (Papargyropoulou et al., 2014).

With consumers contributing significantly to food waste, numerous studies have looked into driving factors of the issues under different perspectives, contexts, and occasions. Building on Schanes, Dobernig and Gözet's model of food-related practices and routines (2018) and a systematic literature review of

20-year research, Principato et al. (2020) propose "The Household Wasteful Behavior Framework" to thoroughly explain the issue. In the framework, household food waste is seen as more than a single behavior, but the result of a journey similar to the consumer decision-making process, consisting of planning, provisioning, storing, preparing, consuming, and disposal (Van Geffen et al., 2016). In each stage, a wide range of factors (psychological, situational, demographic, socio-economic) and norms influence the actions that consumers partake in, leading up to wasting behaviors.

On the other hand, Boulet, Hoek, and Raven (2021) take the multi-level perspective to categorize the factors in the household setting. The study argues that food waste stems not only from the individual consumer (the micro level) but also from interactions with other members of the household (the meso level) and external influencers (the macro level).

Psychological Factors	Norms	Situational Factors	Demographics and SES factors
• Attitudes • Perceived behavioural control • FW Knowledge • FW involvement • Habits, emotions	• Social norms • Personal norms	• Level of Urbanization • Perception of the amount of litter	• Age • Level of education • Household composition • Gender • Income

HOUSEHOLD FOOD WASTE JOURNEY				
Planning	In-store	Pre-consumption	Consumption	Disposition
• Lack of Planning • Lack of fridge checking • Lack of a Shopping list • Lack of meal planning • Lack of communication among household members	• Overprovisioning of food • Impulsive purchases • Presence of children • Marketing strategies (BOGOF promotions) • Visual merchandise strategies • Too large package size • Lack of shopping in different shopping facilities and local markets	**STORAGE** • Sub-optimal storage • Lack of freezing food • Misinterpretation of expiration dates • Food freshness fear • Food safety fear • Lack of sensory skills **COOKING** • Sub-optimal culinary skills • Cooking or serving too much food • Inability to cook leftovers into new meals • Rely on ready-made, convenience food	• Do no eat leftovers • Lack of a proper storage of leftovers • Food preferences	• Do not separate kitchen waste

WASTEFUL BEHAVIOUR

Figure 2: The Household Wasteful Behavior Framework (Principato et al., 2020).

Based on the identified factors, Vittuari et al. (2023) come up with a comprehensive list of drivers and levers that will help consumers engage in food-related behaviors that can reduce food waste using the Motivation Opportunity Ability (MOA) framework by Van Geffen et al. (2017). The framework starts with Motivation encompassing the attitudes, intentions, and norms aspect of key theories on sustainable consumer behavior, then extends beyond cognitive boundaries with Opportunity and Ability. Opportunity

means that consumers need to have access to available materials and resources to change their behaviors, while Ability refers to the individual's knowledge, skill, and capacity to carry out the intended behavior change (Rothschild, 2000). However, it is crucial that these drivers and levers to be guided by policy interventions, and initiated by all actors.

Moving from theory to practice, a quantitative study by Nguyen et al. (2023) identified that out of the three major types of motivation, normative emerges as the most significant driver for food management and food waste reduction behaviors, followed by gain and hedonic motivations. On the other hand, a qualitative study by Samsioe and Fuentes (2022) into the use of digital food platforms in households found that new food behaviors can be configured only under specific combinations of materialities, meanings and competencies. Even when routinized, there is no guarantee that the behavior will be able to last.

Several studies have also examined the effect of food waste reduction campaigns and solutions being carried out by governments, organizations, and businesses all over the world. The most significant study, Zamri et al. (2020) reviewed the approach, delivery, and impact of 55 food waste campaigns from 11 countries to conclude that three main approaches were utilized: environmental, economic, or faith-based. They also found out that the educational method has the most significance in raising awareness, and emphasized the important role that technological means, especially mass media, websites, and social media play in communications regarding food waste concerns (Pearson and Perera, 2018). For example, social media has been proven to be the most effective mean to encourage participation in a save-food campaign in Thailand (Manomaivibool, Chart-asa and Unroj, 2016).

Meanwhile, solutions for sustainable food consumption are being offered in various forms, with a few examples being meal box schemes, local food nodes, and food aggregator platforms. These solutions are proven able to replace, complement, or reconfigure the traditional food shopping routines, even though the longevity of these new routines still remains a big question due to the complexity of a household's interconnected daily practices. Karma, an app similar to Too Good To Go, makes shopping fun by turning it into bargain hunting, but its limited supply and unpredictability are considerable barriers for consumers to adopt them at the same frequency as other shopping routines (Samsioe & Fuentes, 2022). Too Good To Go faces the same challenge, plus the frustration of consumers not being able to choose the content of their "Surprise bags", especially in the case of people with certain allergies or dietary requirements (Hassen & Akponah, 2023). Overcoming these barriers, or pain points, requires understanding the routines and practices they are integrated into and finding a way to stabilize the behaviors.

2.3. Mobile & Application Experience

The convenience and connectivity of smartphones are integrating into our shopping practice and changing the way we shop (Hagberg et al., 2016). Fuentes, Bäckström, and Svingstedt (2017) further examine this process to conclude that smartphones are reconfiguring how consumers look for information, make purchase decisions, interact with store workers, and navigate the store to get what they need. The smartphone now acts as a crucial device that influences the customer experience and relationship with the retailer, urging retailers to provide sufficient and real-time information on their online channels, applications included.

On mobile applications, research has found that under the right conditions, such as compliance from the consumers, these apps are able to assist them in making informed, ethical choices in everyday practices (Fuentes & Sörum, 2019). Their study of three ethical consumption apps reveals that following the script of these apps hybridizes with consumer actions, problematizes consumption in various ways, and puts pressure on the consumers to create ethical practices. Other research on weight loss (Ghelani et al., 2020) and diet management applications (Scarry et al., 2022) also agree with this approach. These apps are not only designed to enable the act of consumption, but to shape consumers and direct consumption in a new way. However, the extent to which these apps are able to redirect consumption depends on the set of practices and landscape where the app is employed (Fuentes & Sörum, 2019). Fuentes and Samsioe (2022) found that behaviors encouraged by digital platforms were successfully integrated into the landscape of a consumer's life when they created practices that became part of the consumer's everyday routines. However, it still takes time, effort, and a certain set of conditions to stabilize these new mobile-assisted practices into a routine.

While previous research on sustainable consumer behaviors and food waste management has done well to create a comprehensive overview of how behaviors can be motivated, facilitated and reconfigured, a few gaps were detected, which we hope to shed some light on with this paper. Firstly is how three types of motivation are interconnected under specific circumstances, which in this case is the usage of the Too Good To Go app. Secondly, how sustainable behaviors can be maintained post-adoption, through studying frequent users who have formed certain routines around the app. Lastly, the role that technology, particularly mobile apps and communities, plays in aiding these new-founded food waste behaviors.

3. Theoretical Lens: Social Practice Theory

In order to explore our research gap and answer our research question, we will conduct this study through the lens of Social Practice theory. This chapter will examine the basis of social practice theory and set the scene for how it will be used in our study.

3.1. Overview

The idea of social practice theory has been examined in many varieties by authors such as Bourdieu (1977), Schatzki (2002), Shove (2012), and Giddens (1984) and has been applied across disciplines such as health, history, marketing and social policy. Each of these authors united in their goal of finding a balance between agency and structures to explain how social practices are created.

In a widely cited quote, Reckwitz (2002) describes a 'practice' as a routinized behavior that consists of several interconnected elements such as forms of bodily activities and mental activities. Additionally, he says, these practices include a background knowledge of the states of emotion, motivation and know-how that accompany the behaviors. Rennstam and Lundholm (2020) echo this when they state that in order for a behavior to be classified as a practice, it is required that the doing of an action is accompanied by a pattern of using tools and understanding the world.

According to Rennstam and Lundholm (2020), separately, individual agencies and structures do not explain how things unfold in the world. However, practice theory allows us to look at a world where internal factors, human agency, and external factors, social structure, merge to create social practice. In this lens, practice theory allows researchers to explore how actors navigate structures, follow rules and handle their experiences, while along the way, creating practice they participate in (Tsoukas, 2018). This process has been examined in the context of many everyday practices and routines such as shopping, cooking, and driving (Hargreaves, 2011).

With these dynamics in mind, practice theory operates on two different levels:

The first level of practice theory examines the different elements that are needed to perform a practice. Shove, Pantzar and Watson (2012) argue that practice is made up of competencies, material arrangements, and meanings. Bourdieu (1977) focuses on the idea that practices are made up of different types of capital, or assets that individuals use to navigate life, and are influenced by habits, ways of thinking and

social spaces. Schatzki (2002) believes that practices are made up of understanding, bodily activity, equipment and social-material arrangements.

The second level of practice theory focuses on the relationships between practices, as practices cannot exist in isolation. Scheurenbrand (2018) researches that relationships can be either conflictual or synergistic as they either coordinate harmoniously or compete for the same resources. Warde (2005) echoes that if a relationship between practices is based on sharing, the practices also share status and common meanings or competencies. Schatzki (2012) relates that practices are first related into bundles or directly linked practices, and then into constellations, or more widely related links of practices.

Practices are created, stabilized and changed as a result of these two levels. Practices stabilize when the elements and relationships align in a way that works for society (Shove et al., 2012). If this alignment is disrupted, these practices must be changed or abandoned.

As apparent between the works of different practice theorists, there is no unified approach among practice theorists on how to examine this balance between agency and structure. Primarily, there is disagreement on what interconnected elements constitute a practice. In this paper, we have chosen to follow the view of Shove, Pantzar and Watson (2012) to examine the "competencies" or skills, know-how, and physical abilities; "material arrangements" or things and technologies; and "meanings" or goals and emotions connected to the practice.

3.2. Practice Theory and Consumer Behavior

One discipline in which practice theory has become commonly applied is the study of consumer behavior and consumption. Specifically, in this study, we will examine this concept through the lens of practices that involve sustainable or pro-environmental behaviors. Consumer research that takes a practice theory-based approach uses the theory to understand the reproduction, routinization, reconfiguration and adaptation of practices (Felix et al., 2023). In this view, environmental-related actions and sustainable patterns of consumption do not happen as a result of an individual's attitudes or beliefs towards sustainability or a constraint by societal barriers. Instead, these actions are embedded as part of different social practices (Hargreaves, 2011; Warde, 2005).

Practice theory has been used in this context to examine topics such as consumers' zero-waste journeys (Felix et al., 2023), consumption of clothing among women (Muylaert et al., 2024) and pro-environmental behavioral changes in the workplace (Hargreaves, 2011). Other research has examined how conflictual

relationships between sustainable and unsustainable practices can hinder the development of pro-environmental practices (Scheurenbrand, 2018). This research is helpful in discovering how and why sustainable social practices are created and can therefore be helpful in developing strategies to sustainably shift society to more pro-environmental practices.

Thus, to study the new-food related practices created by Too Good To Go users, we argue that practice theory is a suitable lens for our thesis because it provides a comprehensive framework to analyze the interconnected elements of practices—meanings, materials, and competencies—allowing for a nuanced understanding of how new food-related practices are fostered and sustained in online food waste communities.

4. Methodology

The upcoming chapter outlines the methodological approach taken when conducting this research. First, we dive into the philosophical approach. Following that we argue our reasons for choosing netnography as our method of research before outlining the data collection and analysis process. Additionally, we address any ethical concerns and limitations that come with our research method.

4.1. Philosophical Approach

Before examining the chosen research design and analysis methods employed in this research, it is essential to consider the philosophical assumptions and stances that will be employed. Within business research, the approach taken to reduce data and create theory differs between different types of reasoning (Easterby-Smith et al., 2021). There are three main types of reasoning used in research: inductive, deductive, and abductive (Bryman, et al., 2022).

In this research, we will take an abductive reasoning approach, which requires taking observations and linking them to theory through plausible interpretation (Easterby-Smith et al., 2021). This approach was taken due to the fact that our research revolves around gathering information by observing users and examining it through the lens of social practice theory.

4.2. Qualitative Research Method

In our quest to understand the phenomena of online food waste app communities, like the Too Good To Go Facebook and Reddit groups, and how they assist users in developing new food-related practices, we were guided by the following central research question:

"How are new practices fostered and sustained in online food waste communities?"

Considering the planned philosophical approach of this research, the research question will be examined using qualitative methods. Qualitative research is a non-numerical form of data that is created through an interactive and interpretive process (Easterby, et al., 2021). Our research topic relies on gaining an understanding of consumer experiences through interactions and interpretations, meaning that qualitative methods will best help us to answer our research question.

4.3. Netnography

In this study, we chose to explore food waste apps and our research question using the data collection method of netnography. Netnography is described as a form of online ethnography that examines online cultures and phenomena, often used in a marketing context, that aims to understand consumer behavior (Kozinets, 2011).

Robert Kozinent, the pioneer of netnography, believes that this methodology can be used as a tool to both study cybercultures and virtual communities as well as an exploratory tool to study general topics (2019). The internet is not just a tool we use, but a complex social system that reflects and shapes human society. Netnography is designed to help us understand these systems and the way people interact in them (Kozinets, 2019).

Food waste is not a new concept and neither is finding strategies to reduce food waste. However, fighting food waste using virtual tools, as our study focuses on, is a newer phenomenon. The Too Good To Go app has not just brought about a way to buy surplus restaurant food, but it has created a whole cyberculture of communities that are both brand and consumer-created.

Too Good To Go, like many other companies, has built up an online presence beyond its app on platforms such as TikTok, Instagram and Facebook to expand its brand. Consumers have created their own platforms on TikTok, Facebook and Reddit where they can connect with a community of app users to share their experiences and have discussions. In these online communities, thousands of active users ask for advice on good restaurants to purchase from, share their good and bad purchases and give tips on how others can use their 'rescued' food waste. These user-created communities have become, for many, an integrated part of the Too Good To Go phenomenon and a journal of their experiences. As the netnography method works particularly well at capturing text-based interactions, discourses and communication between community participants (Kozinets, 1998), it is well suited for this study of how participants in the Too Good to Go online groups interact. In these interactions, we can view the Too Good To Go online community phenomena through their eyes and understand why the consumers behave the way they do.

Researchers can play different kinds of roles when exploring these online communities for netnographic purposes. In this research, we took the role of a complete observer, meaning that we simply observed the

interactions in the group but did not participate in any way. This decision was made for ethical reasons as well as to prevent our own biases from interfering with the data.

Exploring these communities can create an understanding of consumer behavior that illuminates their motivations and the consumer journey they experience as well as the pain points they feel and the practices they have developed. An understanding of how consumers act in a context and what drives them to act this way will create a stronger idea of how the Too Good to Go platform can assist users in solidifying and maintaining sustainable practices.

4.3.1. Netnography Sampling

One challenge of netnography is finding a way to manage the sheer amount of information available to study. The first way to mitigate this challenge is by creating a limitation on the data that will be used by selecting a sample of the data to be used. Our data was selected using Kozinets' five criteria for netnography data (2002), which are listed below.

Relevance:
In a netnography study, it is important to collect data that is relevant to the scope of this study. To follow this criteria, we only studied online communities that were solely dedicated to discussing the Too Good To Go app or in communities with a related topic, like food waste, where the Too Good To Go app was often discussed.

Activity:
While there are many Too Good To Go communities online, not all of them have many active members. Without active members, little discussion of the topic is available to be studied. For this study, we chose online communities that all had at least 20,000 members, with some groups up to 4.6 million members. Each of the chosen groups has new posts posted every day. The details of the chosen groups are listed in Table 1 below.

Interactivity:
Interactivity between members of the online community is important to ensure that good conversation is taking place. When selecting posts to examine and collect, we chose posts that had at least 20 comments of conversation between community members. While this guideline eliminated some posts that had potentially useful information, we found it important to follow these criteria of interactivity to maintain a high standard for our selected data.

Diversity:

In order to ensure that our study represents as many Too Good To Go users as possible, we aimed to collect a large sample of posts and comments between members. After filtering out unnecessary comments, we collected a total of 500 comments. This number of comments is obviously not enough to represent the entire community of users, but we believe it was enough to represent a diverse majority. We considered these 500 comments to be enough that the data represented diverse opinions without having too much repetition.

Richness:

In order to ensure that we gathered rich data, we sought to collect data from detailed posts and comments. Many comments or posts made by users in the online community contained only short sentences with no photos or one-word answers. Utilizing these posts would have relied heavily on our own interpretation skills and we did not believe there would be enough context for us to make an accurate interpretation. Therefore, we focused on posts with detailed pictures and larger amounts of text.

Table 1: Netnography sampling of online communities.

Group Name	Platform	Number of Members (as of April 1, 2024)
TooGoodToGo	Facebook	205,000
Too Good To Go	Facebook	363,000
Too Good To Go Canada	Reddit	21,000
toogoodtogo	Reddit	44,000
Frugal	Reddit	4,600,000
Zero Waste	Reddit	1,100,000

4.4. Data Collection

In the collection of our netnographic data, we followed the process laid out by Robert Kozinet (2019) in his guide on netnography. This process of finding data to analyze includes five main steps: Simplify, Search, Scout, Select and Save.

Simplify:
The first step of the process is to simplify the research topic and question into searchable terms. Kozinet notes that some projects require very little simplification, while others require more significant narrowing down. Our research falls under the former where we chose to focus on groups and posts that talk about the Too Good To Go app. Therefore, our chosen search term for this research project was simply "Too Good To Go" or "Too Good To Go groups". While having such broad search terms may have prevented us from diving into very specific details, we believe that these search terms helped us to discover a larger diversity of posts that helped us build a more comprehensive analysis.

Search:
The next step in the process is to find a search engine to search these terms on. Robert Kozinets (2019) suggests considering two levels of search engines- general search engines such as Google and the search engines on social media platforms such as Facebook and Twitter.

We started by searching the previously decided search terms on Google and Bing. After these searches, it was determined that the online Too Good To Go communities were concentrated on the Facebook and Reddit platforms. Therefore, we moved our search to the search engines on these platforms. At this point of the data collection, the goal is to conduct a thorough, not comprehensive search that will find the highest quality data for research purposes (Kozinets, 2019). To accomplish this, we examined many online Too Good To Go communities and posts and didn't just choose groups that had the highest number of members but groups where there were relevant, active conversations.

In this step, we chose two Facebook groups and four subreddits where we could focus on collecting data. We considered this initial limitation to be necessary due to the time constraints of our research. While this limitation kept us from examining all relevant online communities, these are currently the largest and most active Too Good To Go groups and we believe they provided us with the highest quality data available. Further criteria for choosing these locations are examined in the netnography sampling above.

Scout:

The purpose of the scouting step is twofold (Kozinets, 2019). First, this is the time where researchers begin to explore and learn from the available data to build an understanding that will be used in the analysis phase. Secondly, scouting is used to begin the process of selecting data to be used and filtering out the data that will not be used.

In this stage of the process, we spend a significant amount of time immersing ourselves in the chosen groups. We explored weekly discussion threads, recent trending posts and more dated comments. Posts that were potentially relevant to our research were saved and filed away for later consideration and our thoughts and impressions were documented in a digital journal.

Select:

According to Kozinets (2019), there are five criteria to be considered when selecting data: relevance, activity, interactivity, diversity, and richness. When selecting the data to be used for our research, we considered each of these criteria to ensure quality data collection.

To ensure relevant data, all of our selected comments were collected from communities and posts that were solely dedicated to discussing Too Good To Go. We focused on posts that had at least 20 comments of users having a discussion among themselves. Posts that met this numerical requirement but where most of the comments were just one-word answers or tagging of other users were not considered to be interactive or rich in data. We considered groups of over 20,000 members to be diverse enough to represent our study.

Save:

Each selected comment and thread was saved in a screenshot and stored safely in a secure file that only we, the researchers, had access to. The comments were transcribed with edits for more grammatical clarity into a database and saved in the same secure folder. Following transcriptions, we compared the transcribed comments to the screenshots to ensure that everything was documented correctly.

4.5. Data Analysis

Our analysis for this project consisted of two separate levels of thematics analysis, both of which we considered important to answer our two central research questions.

In our first level of thematic analysis, we sought to understand and create a customer journey map for the average Too Good To Go user. This analysis answered the first part of our research question by helping us understand how the app users engaged with the app through different stages of their customer journey. Here, we divide the motivations, behaviors, challenges, and practices of the users into three main stages: pre-purchase, during the purchase and post-purchase. This level of analysis assists us in sorting the data for easier analysis in the second level.

To answer the main research question, we then conducted another thematic analysis. In this level of analysis, we sought to understand the new food-related practices that the app users have developed in their use of the Too Good To Go app through the lens of social practice theory. After gathering our data, we divided it into the most common food-related practices that we saw users discuss and then analyzed the competencies, meanings and material arrangements found in each practice. We defined most common practices as those that were discussed in over and over again in different posts and comments, especially on posts that had a higher than average number of likes and comments.

4.6. Evaluation Criteria

4.6.1. Quality

Depending on the type of research conducted and the epistemological lens used, different criteria will be used to judge the quality of the study (Easterby-Smith et al., 2021). In this research, we have analyzed our study quality according to 4 criteria that are often used to judge qualitative studies (Nowell, et al., 2017). These criteria are as follows.

Credibility: the research is recognizable to co-researchers and readers.
Transferability: the findings can be transferred to other studies.
Dependability: the process is logical, traceable, and documented.
Confirmability: the findings are demonstrated to be derived from data.

We strove to have a credible research study by carefully designing our research to ensure an alignment between theory, research question, data collection, analysis and results. As we provided a detailed description of how our study was conducted and the context in which we interpreted the data, we believe our findings have the validity to be transferred to other studies. Confirmability in this study was achieved by ensuring that we document carefully how we used our data to find our findings and that we did not

make any assumptions that could not be backed up by our data or other mentioned research. We believe that our research process was documented sufficiently that the data could be replicated by other researchers, fulfilling the criteria of dependability.

4.6.2. Limitations

The methodology of netnography has several limitations which were carefully considered throughout the research process.

A first consideration, pointed out by Robert Kozinets (1998) is that people who post on social media communities may be more extreme or opinionated than those who do not post on social media. We recognize that people are more likely to post about a really great or really horrible Too Good To Go experience than they are to post about an average experience. We made an effort to collect diverse perspectives and include commenters who were very active as well as those who only posted occasionally. The wide number of comments collected and posts examined also attempts to bring in a wider diversity of user opinions. Despite our best efforts, it of course must be acknowledged that we cannot ensure that our research represents 100% of the Too Good To Go users.

Another limitation is that netnography requires researchers to have strong interpretive skills to make up for the lack of context that is often present in the online world, which can make it difficult to generalize results in other contexts. These limitations can be lessened by using careful data collection methods that connect online and offline research (Kozinets, 1998). In our research, we did our best to mitigate this limitation by following a carefully planned out data collection process and attempting to analyze the data through the eyes of the users and not through our own biases. Despite this worry of lack of generalizability, the results can be applied to other contexts if careful consideration of similarity and methods of triangulation are considered (Kozinets, 2002). Nonetheless, this limitation still must be considered.

Finally, this research was conducted in a limited time frame which means that scouting of that data may not have been completed to the extent that would be typically expected in a larger project. However, this study will include recommendations for further research to mitigate this limitation.

4.6.3. Ethical Criteria

When conducting netnographic research, there are a number of ethical criteria that must be considered. Kozinets (2002) lists that the two main concerns of netnography ethics is the difference between private vs public online data and user consent.

Kozinets (2019) says that public online data comes from a public site that can be opened on any browser and does not require registration or password login. In this case, most blogs and online forums are considered public data. Public posts made on social media that can be found through easily searchable terms are also considered public online data. However, in certain situations, social media users may still have some expectation of privacy, even if their posts are public.

Robert Kozinets (2019) has said that when information is collected from a public site and handled with appropriate safeguards there is no need to collect consent from each individual user. As we collected information from groups with a collective 6.3 million users, it was impossible to collect consent from all the users. Therefore, we decided to follow the guidelines laid out by Kozinets (2019). All of our research was collected from public forums on Facebook and Reddit where registration or passwords were not needed to join. As the forums we used were discussion forums designed with the express purpose of allowing users to share their thoughts with others, we have made the assumption that the people posting in the group were aware that their posts were public and freely available to anyone on the internet. Additionally, we did not consider the data we collected to be on a sensitive topic that would be unethical for us to observe. To protect the privacy of the users in the groups, we have anonymized all of the quotes written in this paper. All of the collected quotes were stored in a secure document that only we, the researchers, have access to.

5. Analysis & Findings

In this chapter, we will present the data gathered in this study from online Too Good To Go social media communities. Using this data, we will first present a brief analysis of the customer journey of Too Good To Go users as a way to organize our data for further examination. Then, we will examine our collected data through the lens of social practice theory to determine what practices Too Good To Go community members have created and what material arrangements, competencies and meanings they have used to create these practices. Our empirical analysis of the detected themes and topics can be found in the Appendix.

5.1. Customer Journey

For the first level of analysis, we arranged our collected data into a customer journey map. Lemon and Verhoef (2016) conceptualize this as the journey a customer takes through a purchase cycle that consists of a pre-purchase, during purchase and post-purchase stage. In this journey, the customer makes contact with a variety of touchpoints which are either brand, customer, partner, or socially owned (Lemon & Verhoef, 2016) and these touchpoints shape their customer journey. Using this outline, we were able to develop an outline for the average TGTG customer journey. The steps we discovered, which will be detailed in Table 1 below are: Discover the App, Consider Using the App, Discover Deals, Place Order, Pickup, Evaluate and Handle Food, Decide to Use Again and Stop using TGTG.

Table 2: The customer experience journey of Too Good To Go users.

Stepa	Main touchpoints	Descriptions	Supporting Quotes
Pre-purchase			
Discover the App	● Marketing campaigns ● TGTG channels ● Referral ● Online communities	TGTG users start their journey by discovering that the app exists, through different touchpoints and sources.	N/A
Consider		Here potential TGTG users	*"How do I get the app… thank you."*

Using		research and explore the app to decide if it's a service they want to use.	*"Been on having a look at the TGTG facebook groups, have not tried a bag yet just been having a browse."*
Discover Deals	● TGTG app ● Online communities	First-time and recurring users browse the app to find available offers and consider what they would like to purchase. The criteria include store ratings, food preferences, convenience and past experiences.	*"One of the tricks I have found is to make sure they have at least a 4.7 or 4.8 rating before I buy something from them."* *"I'll surprise the cleaning crew or my office mates with a box of donuts or other pastries."* *"Aim for bags in your neighborhood or an area where you will be in regardless of TGTG…"*
During the purchase			
Place Order	● TGTG app	After deciding on the deal they want, the app users place and order and prepare for picking up their bag. They consider their appearance, expectations, and future interactions with the store.	*"I felt that way if I looked like a slob when I went to pick up, so now I try to dress super cute and then go."* *"I just ordered my first bag. Praying it's going to be good."*
Pickup (During Purchase)	● TGTG app ● Partner stores	In this stage, the users go to the store pickup location and try to pick up their bags. Sometimes the bags can be canceled as the store has sold out their goods.	*"I have been asked about allergies when collecting from Nero's and Starbucks."* *"Literally this afternoon in Aldi arrived and they didn't have a bag."* *"There's a prompt you click during pickup to show it's you to the business plus to show pickup on the app."*

Post-purchase			
Handle Food	● Online communities ● Other online sources	After picking up their food, users have to decide what to do with it. They may eat the food or share it with others.	*"Just need to put my thinking cap on and see what I can do with the flatbread. . . Any suggestions will be welcome."* *"I end up bringing them home and putting them in the freezer as I can't eat them all in one sitting."* *"Gave the sprouts and cabbage to my sis as we don't like them."*
Evaluate the experience & decide whether to use again	● TGTG app ● Online communities	Users reflect on their previous TGTG experiences as well as others to either continue or stop using the app.	*"Absolutely gobsmacked! This was a cold food morning bag at £2.59! Over £30 according to the Greggs app."* *"If the items you received didn't match the value you were quoted, contact TGTG. Give them original pricing for everything you had."* *"Deleted the app. I'm not wasting my time like that again."*

The customer journey helped us organize our data in a way that we could more clearly see when and where members of the online communities were developing what practices. The journey of these online community members is very complicated, consisting of multiple steps, each compassing many official and unofficial practices established along the way. We noticed that most new food-related practices were being developed in the post-purchase phase. Additionally, in this phase, the users mostly interacted with the touchpoints of the online Too Good To Go communities, search engines and the app. We will focus our analysis on the post-purchase practices, specifically on the practices that foster sustainable consumer behaviors. Other important, but less food-related practices will be touched on briefly to build context.

5.2. Pre-Purchase & During the Purchase

TGTG offers a new solution to resolve food waste, which is currently not considered a common social practice. However, given the impressive growth of the app, we are positive that TGTG is gradually becoming one in the cities where the app is operating.

5.2.1 Discover and consider using TGTG

In this phase, customers come to know about TGTG through a wide range of touchpoints, which can be owned by the brand, its customers, or a third party. As one of the customer-owned touchpoints, online communities play a substantial role in this phase, offering a huge amount of information, insights and examples to potential users. Great app experiences from previous users spark excitement and curiosity, while bad ones can make them more skeptical of the app. Notably, some express their moral concerns as they feel that buying from TGTG is "taking food away from people who are truly in need".

For customers to decide to try out TGTG, we identified various motivations, which are categorized and illustrated in Table 3 below. These motivations represent the meanings consumers need to participate in a practice.

Table 3: Different types of motivations for consumers to try Too Good To Go.

Types	Motivations	User Quotes
Hedonic (motivated by feelings of pleasure or anticipation)	● Surprise element ● Fun activity or hobby ● Family ● Saving food waste	*"It's like Trick or Treating."* *"I am at 84 bags since I started Oct 23 of this year. It's my new hobby haha."* *"I'm a hero and wearing a cape when I walk through the door! You are a hero too and are saving the day!"* *"Once a month I'll surprise the cleaning crew or my office mates with a box of donuts."*
Normative (motivated by the feeling that the action is the 'right thing to do')	● Saving food waste	**"**The fact that we've saved food from being wasted." *"My parents lived through rationing so I've been brought up never to waste anything."*

		"It's good to reduce food waste and get your groceries at the same time. Win-win."
Gain (benefits of the action outweigh the costs)	● Try new foods ● Save money ● Shop at nicer places	*"I get some food and potentially the chance to try something different I wouldn't necessarily pay full price for."* *"I was able to save some money from my tight grocery budget."* *"Places I'd be interested in shopping at if my overall budget was higher."*

The competencies and materials required in this phase are fairly low. Consumers only need basic technical knowledge and a smart device to download the app, register an account, and learn the key app functions.

5.2.2 Discover food deals

With a plethora of stores to choose from, but limited information on the content of the bag, customers find themselves surfing the app for a considerable amount of time, before ultimately deciding on a purchase. Rating is usually a reliable indicator, however, a new problem emerges: competition is fierce to snatch a bag from places with high ratings. Also, some users hesitate buying when the shops are too far away, or schedule pickups too late at night. Finally, people with specific allergies or dietary preferences expressed difficulties finding suitable offers on TGTG. We define these problems as lacking the competency to utilize the app, as well as the materials (time and effort) to travel for the purchase.

To tackle these problems, online communities suggest a few practices. They believe that it will take time and multiple tries to know which retailers usually offer the best bag to your preferences. Tips and tricks on using the apps are offered as well, such as remembering bag release time, setting reminders, having fast payment options and so on. Every time customers search for a bag, its unpredictable element evokes emotions such as anticipation, enjoyment, and also disappointment, keeping customers in a state of high psychological arousal, as Siebert et al. (2020) stated.

5.2.3 During the Purchase

This is the phase where customers pick up their surprise bags through another person - the store staff. Users often feel proud of their purchase decision and excited to see what the bag includes, but some mention worries about being looked down on by the staff, or taking the bag away from other people. However, human interaction is the main influencer of this stage, which is based on the staff's attitude and behavior. With both good and bad experiences shared, the communities advise users to always remain friendly and respectful, and in case of serious problems, report them to the TGTG app.

5.3. Post Purchase

With the surprise bag element of Too Good To Go adding in unplanned and often nearly expired food, users have had to develop or adjust to new practices of handling food. In order to develop these practices they need certain competencies, material arrangements and meanings to be in place, as per the social practice theory. To summarize again, competencies refer to the skills or physical abilities needed to conduct a practice. Material arrangement refers to the things or technologies needed to conduct the practice and meaning is connected to the goals and emotions behind the practice. Table 4 below provides a summary of these components in regard to food sustainability practices. Too Good To Go communities relied heavily on each other to assist in adapting these practices. Community members shared posts of their surprise bags, asked for advice and complained about their struggles.

Table 4: A summary of the food sustainability practices found.

Practice	Competencies	Material Arrangements	Meanings
Check Food Freshness	Reading food dates, look, smell, taste test,	Search engines, Online communities	Save food and avoid waste, save money, avoid illness
Meal Plan	Cooking, meal planning	Search engines, Online communities, Time, other food waste apps	Save food and avoid waste, save money, save time, surprise/excitement, feed family

Food Storage	How to store food, what can be stored, how to reheat food, willingness to eat leftovers	Kitchen tools (freezer, dehydrator, containers, microwave), search engines, Online communities	Save food and avoid waste, save money, safety, save time, feed family
Swap, Share, Donate	Organizing times and places to share/swap/donate, ability to transport food, using Olio	Online communities, swap groups, food banks, nearby friends/family/neighbors, Olio	Save food and avoid waste, save money, help others, receive food you like, fun activity

5.3.1 Check Food Freshness

After receiving their surprise bag, one of the first things consumers must do is verify the freshness of the food, as they know that one of the main points of Too Good To Go is that it sells nearly expired (and sometimes past expired) food. One user on a Facebook group posted:

"They gave me juice out of date. Is this drinkable? I don't want to make myself unwell."

This step of checking food freshness has important meaning for the consumers because they do not want to eat anything that is unsafe for them to consume in order to not make themselves sick. The question posed by this user, and many other similar users, of '*Is this drinkable?*' poses the problem that many Too Good To Go users lack the competencies or skills to know if something is safe for them to consume, beyond looking at the date on the package. Properly checking food for freshness can also ensure that food that is still good to eat does not get thrown away.

With concerns about discovering if a product from the surprise bag is still good to consume, consumers have utilized various sources, or material arrangements, to have their questions answered. Many people, like the user in the quote above, have utilized the technology of the online Too Good To Go communities to answer questions about consumption safety. They rely on the skills of others to tell them what is safe or not. Other users, like the one in the following quote, have reached out to more direct or trustworthy sources.

"Customer service told me to look, smell and taste the food to check if it was edible… No thanks."

Some users of the app will reach out to TGTG customer service if they have concerns that the food they received is not edible. Other users who resorted to this tactic indicated that the customer service advised them to conduct a look, smell, taste test on the food. This is a project of the Too Good To Go company which, as mentioned in the problematization of this paper, focuses on educating consumers to rely less on the best by dates to assess food edibility and instead look at, smell or taste the food to tell if it's still fresh. As seen by the user's quote above "*no thanks*", many users are against adopting this practice, not because they lack the skills to conduct it, but because it goes against their goal of not eating food that would potentially be unsafe for them to eat. Additionally, this look, smell, taste test is not a practice Too Good To Go appears to advertise unless the users specifically reaches out to customer service, views the company impact report or hears about the test from a user who is familiar with it. Just because users may not reach out to customer service to ask about food freshness, does not mean that they have any idea how to perform these kinds of tests. This was evident in some of the other questions that users asked about their surprise bag contents.

For example, another skill that must be developed to adapt this practice of checking food freshness is understanding the difference between different date labels on food. One user said:

"It says the Expiry date is the 14th of March. I know [best before] and [best by date] would mean it's still good but isn't Expiry dates and use-by dates meaning they shouldn't be used?"

There is little consistency between the kind of date label that is used on food packaging. Usually, the food will be labeled with a best before, best by date, use by date or expiry date. These dates do not all mean the same thing, but unfortunately many users, like the one above, are very unclear about what the difference is. They lack the skills to understand these dates and many users in the group were found to assume that food dated past any of these dates was absolutely not safe for consumption. Too Good To Go designed their look, smell, feel test to mitigate this confusion, however, it is not something that users have been able to learn about or adopt if they're not educated about it unless they specifically seek it. To avoid eating unsafe food, users often end up throwing away perfectly good food over confusion about the dates and lack of willingness or knowledge to test food safety in other ways. Not only does this leave them unable to pursue any of the other practices they've developed, like meal planning with the contents of the bag, but it also calls into question the effectiveness of the apps' mission and business model. Throwing

away food also causes struggles in the practice because users don't like the feeling of throwing away food and wasting the money they spend on the bag.

Figure 3: Checking the freshness of TGTG food.

We also notice that the communities hold different opinions when it comes to food freshness. The screen capture on the left shows a typical example, where a user claims that the food is inedible while others disagree. Posts like these point out a lack of a commonly accepted benchmark of how to tell if food is safe to eat or not.

5.3.2 Meal Plan

After assessing what food they have that is safe to eat, the next practice users of the app must develop is figuring out how to utilize the food they do have. Many users have articulated that the element of the surprise bag and not knowing what food they will receive beforehand makes this difficult. One user said:

"I don't dislike the idea [of Too Good To Go], but honestly this would make meal planning an absolute impossibility. I can't be buying food that I don't have a plan for cooking."

Many users echoed a similar sentiment of saying that Too Good To Go bags provide them with many ingredients that they do not have a plan for using. This means that people who buy Too Good To Go bags have had to develop skills that allow them to handle the food in a way that results in as little going to waste as possible. After all, as many users stated online, they paid money for these bags and have no desire to let them go to waste. Two main skills that users have had to develop is meal planning and learning new recipes. One Facebook poster showed how they have developed this skill.

"We're a family of 5 with 3 lots of packed lunches. The sandwiches me and hubby will eat tomorrow, the steak slices will freeze for later in the week along with the bread and muffins which we can defrost in batches for toast and bacon butties at the weekend! The mangetout and fruit will still be good for the next couple of days and I'm pretty sure the cheesecakes will be fine tomorrow too!"

Here, the user sat down after receiving her bag, and made a realistic plan for how their family could consume all the food they had. Many users expressed how meaningful this practice was to them because it felt good and exciting to have food to feed their families at such a good price. This practice also ties back to the practice of judging food freshness as the user was able to judge by which date each food needed to be eaten and made the meal plan accordingly.

The task of sitting down to make a quick meal plan can be a simple one when dealing with foods that the consumer is familiar with and confident they can consume. However, when consumers receive excess or unfamiliar ingredients, the question *"What can I do with this*?" is often asked in the online communities. The results are that many community users flood the comments with unique recipes or food tips tailored to the poster's unique situation, which would be hard to find in regular recipe books or websites. For example, one user posted asking what she could do with a big box of fresh herbs and community members responded with advice such as *"Make some herb butter and freeze it"*.

Additionally, users have turned to other technologies to discover uses for their ingredients. One user said:

"Now some of those goods I wouldn't normally eat or buy but I made them work, using Google I asked the questions: what can I make with ....? I got some great ideas of what I could make."

Users like this one have discovered that if you Google simple questions like "What can I make with radishes", hundreds or thousands of recipes with ideas will pop up right away. From here they are able to select recipes that sound like something they would like to eat and that they think they are able to make themselves. By doing this, it seems that overtime the users will become more confident and creative in their meal planning skills. However, many users remain unaware that they can use technologies in this way or are unwilling to be a little creative to use the food.

Quite often, when a post was made complaining about not knowing how to make a meal plan with the surprise ingredients, people in the comments would recommend using other food waste apps, like Karma or Flashfood. These apps have a similar business model of selling near-expiration or leftover food for cheap, but forego the surprise element, allowing users to know exactly what food they are purchasing before they click 'buy'. This model will likely not appeal to users or specific occasions where the surprise element is desired, but it alleviates a huge pain point for those who don't want the surprise and allows them to participate in these food sustainability practices in a smoother way. Additionally, these non-surprise bags could be an excellent complement to surprise bags if users wanted to purchase specific additional ingredients to pair with their surprise items.

5.3.3 Food Storage

Another important practice that Too Good To Go users must develop is learning how to properly store food to eat later. This can be an especially difficult practice for users, because most of the Too Good To Go food has a short shelf life or is close to expiration so it can't just be thrown in the fridge, especially if they don't have a plan for eating the food super soon.

One common practice that members of the online community discuss is freezing the food they receive in their bags as a way of extending the shelf life and avoiding having to waste food just because they can't eat it fast enough. This has led to "*can I freeze this?*" being a common question asked in the groups. One user responded to a post like this saying:

> *"Using Google I learned so much about what I could or couldn't freeze."*

As many online community members started to learn, not all foods freeze well and some foods need to be frozen in a specific way. Therefore, they discovered that relying on tools such as Google and online communities could teach them a lot about how to properly freeze their food. Another user responded to a post questioning if mozzarella cheese could be frozen saying:

> *"Whatever mozzarella cheese you have left grate it and freeze it. Saved me a fortune once I worked this out."*

Learning how to properly store food is not just an important skill that helps users get the clutter off their kitchen counters, but has special meaning to them as it helps extend the shelf life and save themselves

money in the future, as well as avoid wasting food and money now. These are very important goals for many app users.

Additionally, many users have been very happy when they receive food that they are able to freeze and save for later because it assists them in accomplishing goals in other parts of their lives. Often, posters in the groups made a post similar to the one below:

> *"Another good bag from Starbucks but just wondering if these items could be frozen (for my hollowed-legged student son) and if so would you defrost then cook."*

Not only does storing food properly extend its shelf life, but the food can be used as a time saver or a means to feed one's family on special occasions. The user here is hoping that she can freeze sandwiches she received so that her son can grab and defrost one possibly as a good snack before sports practice or a quick school lunch. This is really important, because many users online stated that an important goal they had with using Too Good To Go was being able to feed their families and friends.

Beyond freezing food, TGTG users have found other unique ways to store the food that they receive. One user posted:

> *"I bought off [Facebook] marketplace a dehydrator for bags like these, I would soon dry most of what you have there."*

Dehydrating food is a very smart way to store food for later, especially for things that can't be frozen or for people who don't have very much freezer space, which was often noted by community members to be a problem. However, knowing how to dehydrate food is not a skill that many people have and a dehydrator is not a common household appliance to own. This means that users have to go out of their way and make an investment of time and money to make these new arrangements and learn new skills.

A common pain point is that many users seem to have conflicting feelings over the idea of storing food as leftovers to consume later. While many users are obviously keen on the idea of receiving more food than they can eat immediately, many other users are very skeptical of the idea of leftovers. One post on a Facebook group shared a picture of a large portion of chips, or french fries, with the caption stating that the poster planned on freezing them and reheating them for later this week. Many commenters replied

saying that they thought this idea was great or that reheated fries tasted even better than fresh ones. However, other commenters were horrified by this idea of reheating food, making comments such as:

"Seriously? Wouldn't touch them after freezing, rather starve."

This horror over the idea of reheating leftovers may be due to a mindset they were raised with or it may be because they lack the skills to know how to properly reheat or defrost leftovers for later consumption. After all, throwing food in the microwave is not the best way to reheat food. Many users found that tools like air fryers or toasters were better. One user shared their experience:

"I didn't realize it was possible to reheat stale crusty artisan bread before I found TGTG."

While reheating and eating leftovers may be a common practice for many people, it is not so common or acceptable for many others. Not only do people lack the know-how on storing and reheating food, but they also may feel that eating leftovers is simply unpleasant, unsafe and that anything that cannot be consumed fresh in one sitting is better off being thrown away.

5.3.4 Swap, Share, Donate

After getting rid of inedible food, making a meal plan and storing some food for later, many Too Good To Go users are still left with food that they are unable to eat or do not want to eat. Most users do not feel willing to throw out perfectly good food for no reason, but they're not going to eat it, so they've had to develop practices for finding alternative ways to dispose of the food. We noticed that there were three common pathways users tended to go down in this case.

The first is participating in food swaps. It is quite common for users to hear about the app via recommendations from friends and family or they recommend the app themselves to others they know. Therefore, this means that many users know other people in their lives who also buy Too Good To Go bags. With this in mind, many users have developed "swap" groups with their friends and family where they share the Too Good To Go bags amongst themselves to ensure everyone is getting things that they like and can use. One user says:

"My family do [swaps] nothing wasted at ours. I don't like a lot of sweet stuff (thank you Greggs) my grandchildren like to get sweet treats so I have baguettes for lunch."

For many, these swap groups are the perfect solution as they allow a little more control over what types of food they receive from Too Good To Go and avoid the pain they feel when food unnecessarily goes to waste. They feel much happier getting a bag of food that they will enjoy eating rather than food they could tolerate eating or would have to throw away. This practice can also make other practices, like meal planning easier, because of the additional control it provides over what foods they get. Many users also simply enjoy the fun activity of swapping food and being able to see all the fun items others got in their surprise bags.

The second tactic is simply sharing their excess food with others. In the case that the consumers do not know other app users to swap with or still have excess food, they will often share it with their friends or neighbors. This practice often happens with food they do not like, cannot eat in time or when they receive a lot of one ingredient like the user below:

Figure 4: Handling excess food in a TGTG bag.

This post highlights a few other practices we mentioned such as meal prepping and asking for recipe advice, but the user also mentions that they shared some of the eggs with others because even after doing a 'bulk bake' there were still more eggs than they could use in time. They plan on sharing the food they have meal prepped with others, in addition to the raw ingredients. Obviously, most people do not buy this

many eggs on an average shopping trip, but with Too Good To Go things like this sometimes happen, which forces users to develop new practices.

This practice of sharing and swapping food has also been a way that many TGTG users have decided to alleviate one big pain point: the inability to tailor the surprise bags to dietary preferences. Many users like to use Too Good To Go, but it can be a stressful experience for them if they have to worry about allergies, diets or religious restrictions. Not only can taking a chance on the bags be risky healthwise, but it can feel like a waste of money or food to buy food they can't eat. However, many people still love the feeling of surprise and money-saving factors of Too Good To Go and do not want to give up the app if they do not need to. The sentiment below was expressed as a common solution to this worry:

> *"My neighbors can't take pork, so they share the food with us."*

Again, this practice allows consumers to have a little bit more control over the contents of their bags, in a way that protects their health and values, while still allowing them to experience the benefits of Too Good To Go that they appreciate.

In addition to sharing with family and friends, many users recommended sharing leftover food on the Olio app. Olio is another food waste app where people create a virtual community fridge of sorts where they post about excess food they have and other members of the community can claim the things they want.

Third, app users will sometimes decide to donate the extra items from their surprise bags to those in need. Often when users posted online asking for advice on what to do with an excess amount of ingredients or food they didn't like, commenters replied with things such as "*donate to your local food bank"* or "*hand out to some homeless people"*. This way, the food doesn't go to waste and users can feel like they're doing something good for their community. A moral concern that many users had is that buying the leftover food from Too Good To Go results in food that could have been donated being taken away from those who are in need. Sharing or swapping food does not necessarily alleviate this pain, but donating to those in need can certainly provide a 'feel-good' feeling that comes from doing something good while still allowing users to use the Too Good To Go app.

5.3.5 Evaluate the experience & decide whether to use again

A full user experience is a summary of all steps mentioned above, influenced by both external and internal factors. External factors, which consumers cannot control, consist of the purchase process and the

content of the surprise bag. Internal factors, stemming from the users themselves, consist of their motivations, expectations, and post-purchase food practices. How users evaluate it to be satisfactory or not will largely influence their decision for future purchases.

We notice a significant difference between users with hedonic or normative motivation and users with gain motivation. While the former views getting a TGTG bag as a fun activity or saving food waste, they tend to be more accepting of whatever is in the bag, as one claimed: *"I personally have been happy with all my TGTG bags. For me it's not just about saving wastage or even money, it's the element of surprise and seeing what meals I can make using the ingredients and maybe in some cases trying new things."* Meanwhile, the latter focuses on the benefits the purchase brings, which vary greatly each time, affecting the experience.

For some users with many great experiences, TGTG has become an integrated part of their daily lives and after each surprise bag purchase, they make the decision to use the app again. They pick up several bags a week from the usual retailers and plan the entire household diet based on what is received. Gradually, they gain more knowledge on food waste and pick up more sustainable practices to make the best out of their surprise bags. A Facebook user shared:

> *"For many years when I couldn't be bothered to cook, once a week or so, I would get takeout. Living alone, it's very cost-effective and often unhealthy. Tgtg has been wonderful for me. The food is not too special: meat, vegetables, potatoes, etc. But for a single guy living alone who needs an easy dinner, it's perfect!"*

But others with not-so-good experiences hesitate to try the app again, or completely abandon it despite the enticing surprise element. A few common reasons are low food quality, limited variety, and bad interactions with retailers. For them, TGTG is not fulfilling the meanings they seek, so even with sufficient competencies and materials in hand, the practice is then put to a stop.

6. Discussion

In this chapter, we will be discussing and exploring our findings in relation to the fields of sustainable consumer behavior and food waste in an online context. This chapter means to provide an overview of new insights as well as any support or contradictions our findings add to previous research. Additionally, we will discuss the theoretical, managerial, and societal implications of our research.

6.1. General Discussion

Authors such as Shove, Pantzar and Watson (2012) have researched that social practices are made of competencies, material arrangements and meanings that must be in place for the social practice to be adopted. Our study found that all the food-related practices created by Too Good To Go users had designated competencies, material arrangements and meanings tied to each practice. Examination of what the users had to say about these practices showed that it was easy to adapt to the new material arrangements and meanings, such as using the app and the excitement of saving money. However, users showed significantly more difficulty in learning the competencies, such as reading best by dates, that they needed to successfully adopt the practices. Shove (2012) discusses how practices become stabilized when all the elements align in a way that works for society, and if this alignment is missing, the practice is abandoned. If the Too Good To Go users spent too much time struggling to make a practice work for them because of the misalignment of elements, they stopped participating in the practice as often or abandoned it completely.

Researchers of social practice theory (Warde, 2005; Schatzki, 2012; Scheurenbrand, 2018) acknowledge the relationship between practices. If a person is unable to complete a practice, whether it be because of lack of meaning, competencies or material arrangements, it affects their ability to participate in other interlinking practices. Principato's (2020) Household Wasteful Behavior Framework solidifies this finding in the context of food waste by showing that household food consumption is made of a series of interlinking processes. In the context of practices created by Too Good To Go users, if users lack the skills to properly assess the freshness of the food, it will be more difficult for them to meal plan with and then store the food.

This missing level of competencies has created adoption and continuance challenges for some app users. A daily challenge is that the app users must make a conscious effort to replace automatic practices with controlled practices (White et al., 2019). On a typical grocery shopping trip, consumers do not purchase

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nearly spoiled food or surprise bags of random items, but this does happen to be the case when shopping with Too Good To Go. Despite the fact that this way of shopping requires more effort and an adoption of new skills, the users were often still willing to participate in the practices. We determined this to be likely due to the motivations, or meanings, users had to use the Too Good To Go app. We followed Steg and Vlek's (2009) identification of three types of motivators for adopting behaviors: gain, hedonic and normative. Primarily, users identified that they were motivated by gain and hedonic benefits. They like being able to save money on food, try new restaurants and experience the feeling of a fun surprise. These benefits were not something a typical shopping experience would provide.

Despite the fact that much research (Stern, et al., 1999; White et al., 2019; Trudel, 2019, Nguyen et al., 2023) discusses motivating sustainability through creating pro-environmental, normative feelings, Too Good To Go users rarely quoted the desire or need to be sustainable as a motivation for participating in these food waste practices. This called into question the relevance of the self-other trade-off in the context of our study. The self-other trade-off is a challenge that requires consumers to weigh the environmental and benefits that come with a practice against the individual costs of money, time or quality (White et al.,2019; Luchs & Kumar, 2015). Too Good To Go promotes itself as a solution to reducing food waste, but to most users, the app is just a way to save money and try new food. When deciding whether or not to continue using the app, they are not considering the environmental impact of their app usage but how it benefits them individually. Those who shift their automatic processes to participate in Too Good To Go are still starting to behave more sustainably, without considering that as a motivation, because they appreciate the individual benefits they receive. Sustainable behaviors like this can have many additional benefits for consumers, making the result that their behaviors help the environment simply a happily coincidental byproduct. This contradiction to past research has several implications and possible explanations. First, this result may have been simply due to our choice of methodology. People involved in online communities seem to be involved in Too Good To Go as more of a hobby or money-solving technique than a food waste effort. The same may not hold true for non-online communities. A second possibility is that there simply is a need to move beyond motivating sustainable behavior by pushing consumers to care about the environment. As White (2019) explored, people are also strongly motivated by the necessity to appear a certain way, satisfy their temporal needs and feel happy feelings. Caring about the environment is not at the forefront of peoples' minds when they have to worry about feeding their families or want to spend time enjoying hobbies.

Researchers who have examined the adoption of sustainable behaviors do not believe the main problem is the gap between what behaviors consumers say they want to have and the way they actually behave.

Instead, they believe that the challenge is that consumers' abilities to adopt sustainable behaviors are constrained by certain parameters that make the behaviors costly (Coffin & Egan-Wyer, 2022). The users we found in the Too Good To Go communities all wanted to participate in the new behaviors the app pushes for. Too Good To Go has created a material arrangement that makes it possible for users to accomplish meanings like trying new foods for cheap and enjoying a fun surprise. However, the constraint is that these users lack many of the skills to properly adapt to the new practices created by this arrangement. Fixing this constraint would require someone to assist these users in learning the proper skills they need to participate in the practices. The potential is that if the constraints are alleviated in one area, they could be alleviated in other areas. If users feel comfortable using anti-food waste practices with Too Good To Go bags, they may naturally begin to adopt these practices in other areas of their food consumption.

6.2. Theoretical Implications

White (2019) discussed the importance of understanding the challenges that most affect consumers in a given situation in order to choose the best solution to mitigate their challenges. When creating and adapting to brand new practices, such as the ones created by the use of the Too Good To Go app, consumers can struggle to effectively adopt and continue these practices in their lives. Understanding the pains and motivations they face in the adoption of these practices can help us see what solutions we can use to mitigate their challenges and encourage continued sustainable behaviors. White (2019) researched that continuance of a behavior are more powerful when people feel the potential of their collective efforts and see others participating in the behaviors with them. In the Too Good To Go communities, the power of a community feeling in encouraging sustainable practices could be seen. Thus, this study is relevant to academia in its contribution to this area as it explores how online communities can play a role in mitigating these pains and encouraging continued behaviors.

As presented in the theoretical lens, practices are not just singular behaviors, but interlinking actions made up of meanings, material arrangements, and competencies (Shove, et al., 2012). Based on the findings, consumers cannot properly adopt and sustain new practices if they are missing any of the components of a practice. Additionally, a change to one behavior cannot be done without considering the other behaviors it is linked to. Hence, when examining how to shift consumers to more sustainable behaviors, it is important to consider the tools needed to complete these practices as well as the wider picture of how behaviors are linked to each other.

Researchers must consider the driving motivations that will encourage consumers to participate in sustainable behaviors. Steg and Vlek (2009) discuss how consumers are motivated by hedonic, gain and normative motivations. Our findings show the importance of recognizing that these three types of motivations disproportionately affect consumers. In the context of our study, consumers were far more affected by hedonic and gain motivations and only briefly considered normative benefits to be a coincidental byproduct of their actions. Understanding which type of motivation will most encourage a consumer to shift their behaviors is important in understanding how to create and support this shift.

The context of reducing food waste with the assistance of online tools is far less researched than food waste in an online context. Our research provides insight into how people use online tools in their food consumption practices as well as the tools they use and the motivations they have. Previous studies (Fuentes & Samsioe, 2022) found that food waste behaviors influenced by mobile applications would be successfully integrated into a consumer's daily life. Our study found the same to be true in the context of online social media communities.

6.3. Practical Implications

In terms of practical implications, we trust that our findings can help TGTG app developers, as well as community administrators and individual consumers themselves, improve the current practices to help with food waste.

6.3.1. For the Too Good To Go app

With the detailed analysis of the customer journey, TGTG can gain more insights into customer needs, preferences, and pain points in each stage and touchpoint. Using the different types of motivations detected, TGTG can improve its marketing and communication strategy to appeal to different audience groups. For example, users who are hedonically motivated will respond better to messages about the app's surprise element than its food waste aspect.

TGTG can also address the identified pain points to ensure a more pleasant customer journey for the app users. During the pre-purchase phase, as consumers are struggling the most with finding a bag that best suits their preferences, TGTG can introduce more features to assist with the process. Retailers can be given more options to describe their bags besides text. The rating section can incorporate more elements such as various criteria, written reviews and pictures, so users can have a clearer idea of the surprise bag they are going to purchase.

For the pickup, TGTG can create a guideline for their retailers to follow, ensuring a more consistent experience across the app. Finally, in the post-purchase phase when customers are found to be lacking the skills and knowledge to handle the food, it would be great to integrate credible resources into the journey. One instance is the "Blog" section that focuses on food waste practices, such as the "look, smell, taste" test and leftover recipes that the TGTG app has under "Manage account", but it is hidden away and without a clear indication of what the blog content is about. Since customers have the option to rate and detail their experience after each purchase, this stage is a good opportunity to introduce these kinds of resources. TGTG can also partner with other food waste applications with abundant resources and provide them to their users.

Stating the mission to "help the world fight food waste", TGTG should address the big picture of the problem other than just their business model of distributing retailer waste. Household food waste, the biggest contributor, is created through a series of complex factors and actions from family members that can only be solved by them adopting new perspectives and practices. Having a significant user base that frequently interacts with the app, TGTG can start facilitating these new perspectives and practices through multiple touchpoints such as the application, social media, email, and so on. This will require a strategic communication plan with useful tools such as reminders, goal-setting, and tracking to successfully foster new sustainable behaviors. Previous research papers on the household food waste journey by Principato et al. (2020) and the SHIFT framework by White et al. (2019) are great resources to refer to for this initiative.

Our last recommendation for TGTG is regarding the online communities. While these communities are giant in size and active every day to influence the customer journey, we found a lack of participation from the app itself. Currently, members of the community spend a lot of time trying to help each other learn the new skills they need to participate in these new practices, but their efforts are imperfect. Too Good To Go has the resources to step in and play a role in educating the app users with new skills. By joining these communities, or even creating an official community, TGTG can open a new communication channel between the app and its users that is more engaging and casual. They can connect directly with community members, stimulate meaningful discussions, and gain real-time feedback that will result in better customer satisfaction and a loyal user base. This is also a great platform to launch food-related sustainability initiatives.

6.3.2. For online food waste communities

Our paper also provides insights into the community dynamics and the practices that they helped foster, so that administrators can better manage the groups and members can better navigate them.

In TGTG-focused communities, the most popular post type is the content of the surprise bag, which only displays one certain experience with little contribution to the app practices. With dozens of new posts every day, users are finding it difficult to search for other information. It would be beneficial if these posts were limited or put together under a weekly thread. It is also important that the communities understand the different motivations people have, and the different approaches when it comes to using the app, to avoid unnecessary disputes.

Knowing the challenges users are struggling with throughout the journey, communities can put more focus on highlighting the established practices, listing credible resources, and hosting discussions to find solutions to these challenges. For the members, they can be more aware of the possible obstacles and equip themselves with knowledge and practices to tackle those. Our paper also arranged the practices in sequential order, providing users with a comprehensive overview of the actions they can partake in when receiving different surprise bags.

6.3. Societal implications

The social practice theory investigates how individuals develop within specific practices (Reckwitz, 2002). We draw particular attention to the variety of journeys that customers go through, the differences in their emotions and motivations, and the ongoing struggles that arise around developing new food practices through the usage of the app Too Good To Go and the online communities connected to the app. Examining these elements results in a deeper understanding of the current patterns or norms within a community, and how members interact, communicate, and create meanings for practices together. By critically analyzing these existing norms and established practices, we can identify harmful ones to discourage, and sustainable ones to promote further.

As these practices encompass various aspects of the food waste journey, understanding them also helps us recognize the impact they have on an individual, their household, associated communities, and society as a whole. Activists, policymakers, and community leaders can use this information to design reform programs for the food industry, advocating for the necessary facilitation to establish new sustainable practices and enhance the current impact.

Last but not least, our methodology and research findings can also be applied to study other sustainable development areas, especially ones that are gradually digitized such as education, healthcare, and retail.

7. Conclusion

The final chapter of this paper will provide a summary of our research aims, research question and the main findings and conclusions. Additionally, we will outline the limitations of our study and suggest directions for further research.

7.1. Research Overview

The purpose of this study was to examine the food-related practices that users of the Too Good To Go app and online social media communities have developed in their use of the app in order to understand. We used social practice theory to understand the skills, meanings and material arrangements connected with each practice as well as pain points they feel when taking part in these practices. The goal of understanding these practices was to see how Too Good To Go could help users sustain the sustainable practices they have developed and potentially transfer them to other areas of food waste, outside the app's direct scope. The process of sustaining already created practices is an under-researched area of study that we believe will benefit from our study.

Our research was guided by the question: *How are new practices fostered and sustained in online food waste communities?"*

In our findings, we discovered that while many Too Good To Go users were comfortable with the material arrangements and meanings of each practice, they lacked many of the competencies, like reading best by dates, that would allow them to comfortably adopt the practice. We also examined that many of the food-related practices were interlinking, meaning that the inability to adapt fully to one practice would cause difficulties in participating practices. If users spend too long struggling to adapt to practices to a point where the benefits are no longer worth it to them, they will abandon the practice. Finally, we discovered that the majority of Too Good To Go users are not motivated to participate in these food-related practices for sustainability purposes, but are instead motivated by feelings of excitement or desire to save money. The users participate in the practices because they can see how it directly benefits them and simply consider the fact that their behaviors have a sustainable benefit as a happy coincidence. Considering motivations, or meanings, users associate with a practice is essential to understanding how to best help them want to continue a practice.

7.2. Limitations and Further Research

Throughout the research process, we identify a few limitations to be addressed. First up is regarding the selection of netnography as the research method. As we focus on particular online communities that are dedicated to the Too Good To Go app and food waste management, the findings may not be applicable to other populations. For example, Too Good To Go users who do not participate in these communities may face different challenges and develop different practices. As the majority of top contributors of these communities are frequent Too Good To Go users, we may have discarded the challenges that novice users faced using the app for the first few times, which without feasible solutions, can make them decide to stop using.

In terms of the dataset, it is captured spanning across a 4-year duration, generated by Too Good To Go users in all the countries where the app operates. Due to the temporal dynamics of online communities (Dessart, Veloutsou and Morgan-Thomas, 2015) and the rapid development of the Too Good To Go app, it can yield conflicting results. The communities we studied, Facebook and Reddit, consist of mainly text and picture-based content, leaving out video-based content which is on a growing momentum owing to the expansion of TikTok (Herrman, 2019). The cultural and context differences between countries and distinct user groups, such as small and big households, are also not fully addressed due to the lack of information.

While we as researchers put in our best effort to be objective during the data collection and analysis process, personal biases and perspectives can influence our interpretations, which is a common limitation known in qualitative studies (Easterby, et al., 2021). As mentioned in the methodology chapter, netnography has a limitation in that it relies on researchers' interpretive skills to make sense of the research. Unlike in other forms of research, such as interviews, as complete observer researchers, we cannot ask online users for clarification or context on their comments. Therefore, we must do our best to put aside bias and make reasonable interpretations of the data ourselves. We also have to consider the probability of skewed results due to data authenticity, as online accounts and posts can easily be deceptive. Raising the highest doubt of data authenticity are posts promoting certain food establishments and other food waste apps. However, we mitigated this problem by minimizing the weight of these posts, and focusing on the core themes mentioned, not the brand themselves.

Considering these limitations, we will recommend a few directions for further research. First, we would recommend that future researchers discuss food-related practices created by Too Good To Go with app

users outside of the Facebook or Reddit groups. This could include conducting netnographic research on other social media platforms such as TikTok or Twitter. Additionally, we would recommend discussing new food-related practices with Too Good To Go users that are not part of online communities to see how their practices have developed without the influence of these online communities. Before Too Good To Go makes any changes to tailor to those who use Too Good To Go online communities, it would be important to see how those who do not use online communities could be affected. Further discussion with online community members, beyond simple observations could also help create a greater understanding of how the communities assist in creating new practices. Comparing the practices of novice and expert Too Good To Go users would also help to paint a clearer picture of the journey taken to develop these practices. This research direction can take the route of interviews or focus groups, offering deeper and more personalized insights through direct interaction, and capturing rich verbal and non-verbal data.

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Appendix

Empirical thematic analysis

Motivations to use the app

Themes	Supporting quotes
Hedonic	*"I'm a hero and wearing a cape when I walk through the door! You are a hero too and are saving the day!"*
	"Plus I enjoy the surprise of what's in the bag. I just get one from my local bakery once a week and I look forward to finding out what's in it all week 😂"
Normative	*"It's good to reduce food waste and get your groceries at the same time. Win-win."*
	"My parents lived through rationing so I've been brought up never to waste anything."
Gain	*"I get some food and potentially the chance to try something different I wouldn't necessarily pay full price for."*
	"I was able to save some money from my tight grocery budget."

How the app is viewed

Themes	Supporting quotes
Purely business	*"It's a business, not a charity. Anyone can buy a bag. Anyone can buy all the bags if they want to."*
	"I've recently joined the page and noticed lots of comments saying people shouldn't be complaining as this isn't a shopping app. It actually is. It is marketed as a way to stop food waste but actually, this is a way for companies to get money for food they would have donated or binned. This now means community pantries and similar, that would have given away fresh food, now don't receive it. In some cases, it would have been binned. And people are paying for items. They should expect them to be of the value stated 🤷‍♀️"
Food waste app	*"Hear me out....this app wasn't created for people who don't have a lot of money spare, it wasn't created to get you cheap food, it wasn't created to help with the cost of living crisis, it was created many moons ago to help reduce food waste.* *Now it might have become an app used by those with little money to pay full price for items, or for a weekly treat that would be otherwise unaffordable."*
	"I find these bags really exciting when I book them and when I pick them up. I'm not bothered what's inside them really, I'm just grateful that it's not going to waste. Sometimes I pay £3 for a magic bag the same price I may pay for a coffee or a

	sandwich at a cafe. I can't believe how much people complain about them. It's not about the value and how much money I've saved. It's about saving things from going to waste."
Food for struggling people	*"I understand the purpose of the app but let's be honest people aren't using it to stop food waste. We use it to feed our families for cheaper and have little treats we normally couldn't afford. 😃* *For the people who say u shouldn't rely on it to feed your family, of course, u shouldn't have to. It's 2023! You also shouldn't have to rely on food banks but people do!"*
	"I'm now struggling more than I ever have and on a few occasions now I've bought the likes of a Costa bag which although not guaranteed, it has normally got me 4 sandwiches at least and the Greggs ones normally have sausage rolls. It has become a cheap and fun thing to do with the kids at night time."

Concerns with the app

Themes	Supporting quotes
Moral	*"I sometimes feel as if I'm taking something that someone may need… mainly the reason I also try and avoid the reduced items in supermarkets* *Can someone tell me if it's ok to get them? I love the thrill of the bag."*
	"I have ordered these bags as I hate food going to waste, but my worry is will I be taking these away from families in need, as fortunately, we aren't in need of food I just do them to stop food waste (which my children enjoy and eat)."
Business model	*"Surely it's profitable for TGTG when they manage to sell bags, but I've seen way too many stores come and go.* *The price of the bag is already very low to begin with and the app takes a cut, so it often ends up being too much effort for the restaurant/store to dedicate time from their staff to prepare the bags and serve the customers if the profits are gonna be so minimal."*
	"I've not used it because I'm against its concept. I volunteered for ReFood (a nonprofit NGO that tackles food waste and helps those in need) for a few years and these people are essentially doing what we do but charging people to get the food :/ we would simply collect the food excess about to be thrown out and package it nicely for deprived people to have for free then this company came and swooped a lot of our providers so they could make a quick buck :(I understand restaurants' decisions in the post-pandemic but before it, it was pure greed."

Challenges when using the app

Allergies	*"I asked the woman at the shop if she could check the ingredients for me (as I have a peanut allergy, so just wanted to make sure whether I could eat them or not or should give them away to my neighbors). She refused to check for me as she was too busy*

	with a private phone call."
	"I got what's in the pic. The fudge has no date or ingredients. I would've said something in store had I noticed but they were in the box and I didn't know till I got home.
Diet preferences	*"What do you all think about TGTG from a vegan perspective? there aren't many vegan bags around me and I'm always torn between reducing food waste and not wanting to pay for non-vegan food."*
	"I wanted to know if there was any way to set a dietary preference...example eating bacon/ham in my religion is prohibited, is there any way to make sure the bag we get doesn't contain those items? Or is it just something that must be told at collection time?"
Verify the purchase	*"Just picked up our first manic bag from Greggs, we haven't got a smartphone, so we were on time and gave the assistant the order number and the name, he said you are supposed to have a smartphone to swipe, not everyone has a smartphone, what do other people do?"*
	"Bought two bags from Gregs Avonmouth but when I turned up to pick up was refused the bags. I showed them my email notification as I don't have internet on my phone (I have done this before). I am a pensioner and can't afford the internet on my phone. When I said this was unacceptable she just said that I couldn't have the bags. Very upset and very angry. I have contacted to good to go and will await an answer."
Buy one or multiple bags	*"I had seen that there was another box on the app but didn't want to be greedy I wish I'd got the 2nd box now as I don't think anyone collected it (I got there towards the end of the pickup time). What's the etiquette for getting multiple bags? I wasn't sure if you should only get 1 to give others a chance."*
	"I think it's greedy to reserve multiple bags. People will undoubtedly disagree but it's nice to see someone being considerate. I'm sure the other will have sold."
Expiry dates	*"The only thing I'm worried about now is them being over a month past the Expiry date and that it says keep below 5c yet the guy in the store kept them behind the counter and the box was warm when I got it. I checked as soon as I got home too and none were even remotely cold. I'm not sure these will be ok as I don't know how long he had them out of the refrigerator and pairing that with being over 1 month past its Expiry would it be safe risking it?"*
	"They gave me juice out of date is this drinkable? I don't want to make myself unwell."
Time and distance	*"Most of the TGTG bags where I live (within 5-6 miles as set up on my app) are post 10 pm.* *Plus in Leicester city center, there's very little parking to park up and walk a few minutes. Then it's not nice walking from these dodgy areas to the places that time of night."*
	"I'm considering buying a train ticket and going one stop up the line to get access to

	two stores. These places always seem to have numerous bags and I hate to see food wasted, but I live for adventure.”
Bag cancellations	*“Well I'm new to this and yesterday I thought I'd give Cooplands a try so I got ready, took the kids down stood outside the shop waiting and I got this message was not happy just a little notice wouldn't go a miss so I took kids out for nothing spent bus fare for nothing and wasted my time for nothing stood in the cold for nothing. Won't be doing that again.”*
	“Is there a way to influence a shop's ‘star rating’ when they constantly cancel? Seems you can only leave a review once you have collected a bag, but surely a store constantly canceling needs to be taken into account? Otherwise, it's kinda not accurate.”
Poor treatment by staff	*“Soo...yesterday, I got a deal for bagels ($4.99). When I walked inside, another app user was there and just grabbed her bag of bagels, but I noticed the expression on her. I just assumed that maybe it was her first time as it was mine; NOPE! The woman at the register was super rude and literally said loud enough, |I don't know why Frankie is doing this” while rolling her eyes.* *Like miss, does it come out of your salary?”*
	“Costa was terrible, I only ordered once and when I got there the woman said they didn't have any bags and they were canceled. I checked and the app still was showing as an order. I showed her and she shrugged and walked off. I was new to the app and I had no idea how to claim my money back, I tried to ask. But she just kept saying we don't have anything, like I was begging for a stale sandwich. *Horrible experience from the staff, won't bother again.”*
Bag doesn't meet expectations	*“This was the first and last time I have used the Too Good To Go app. I trusted the Morrisons brand and believed when I picked up the magic bag I would be able to ‘rustle up a family feast’ (quoted from Morrison's page) at least I thought I could make some form of meal. My shock and disappointment when I returned home and opened the bag. Please advise how this (see photo) is a £10 value bag that makes a healthy meal!?”*
	“Well, I won't be going back to Starbucks anytime soon. We used to order TGTG bags and was so many food it was unbelievable. Today I paid 5 pounds, the food was supposed to be worth 15.. came out with a very light bag. Checked in the car, and it contained 1 double sandwich, 1 plain croissant and 1 cinnamon roll 😳 I went back to ask about it as that defo didn't feel right. Told him that we used to come here often and we used to leave with a very heavy bag. He said yes sorry that's what was left today. Made him check the bag, and he said oh yes you are missing one item but that's about it. Wow just wow.”
Inedible food	*“Gutted with one of my 2 Morrisons TGTG bags. It was supposed to be £10 worth not even close. The other bag was not much better, the value was there but the bread rolls were like bricks and there was a bag of carrots but as rotten and mush. All I can say is the food waste bin is a bit full this week.”*
	“Morrisons 2 days use by out-of-date rotten products Magic bag! We're not human compost heaps.”

Receive too much food	"I'm sorry but we're literally paying some of these shops to dispose of their waste for them, 10 bags of salad and 6 dips…you win some, you lose some, I definitely lost today. That's 2 bags as well."
	"Got this from Morrisons tonight and really disappointed. 4 bags of sprouts, 4 punnets of mushrooms, 2 bags of parsnips 2 bunches of overripe bananas, and a few other bits. I thought the idea was not to waste food but sell it cheap, but who can possibly eat all these sprouts and mushrooms before they'll need throwing? It seems like they want the money but aren't bothered about what food goes to waste. I'm so disappointed."
Unhealthy food	"The vast majority of this sub is made up of people posting full cakes, doughnuts, baked goods and other sweets. I understand a lot you freeze them, but are you actually eating all of it? Would you have bought it if you saw it in the store? Or is it more of a thrill knowing you bought it at 1/3rd the retail price? Genuinely curious."
	"I kind of hate that Too Good To Go is dominated by pastries. Bakeries, delis, grocery stores, restaurants, wherever I get a bag from it's usually filled with nutritionally dubious snacks. I would use it a lot more if I could consistently get healthy food."

Suggested practices

Themes	Supporting quotes
Contact customer support	"Regardless of what someone has paid. If it is below the value they list it as, you should ask for a refund or compensation (ie coupons or partial refund). It falls under false advertisement and is in fact illegal to do so."
	"In most of those cases where I could clearly show that it wasn't even close to meeting the 3x value, I contacted TGTG and they refunded it, though I'm not sure if they still do (has been a while since I had a bad one)."
Use dates just as a reference	"Here is some factual information about food dating. As long as it has been properly stored and handled almost everything is perfectly good and safe to eat and use past the recommended 'best by date'."
	"I use milk well beyond the date on the bottle! It will keep for at least a week after! Don't look a gift horse in the mouth.
Look, smell, taste test	"That's great. Personally, I have frequently eaten fish, pork and chicken several days past their use-by date. Just sniff and touch, it's easy to see, feel, or smell if something is off. Let's face it, our parents and grandparents just used common sense and never needed to be told when to eat things 😉."
	"Customer service told me to look, smell and taste the food to check if it was edible or give it to family or friends. No thanks."
Adapt the food routine	"For many years when I couldn't be bothered to cook, once a week or so, I would get takeout. Living alone, it's very cost-ineffective and often unhealthy.

	Tgtg has been wonderful for me. If I'm in a takeaway-type mood where I just want convenience, I get TGTG. I'm in the UK and there are many carveries within 10 miles of me. The food is not too special: meat, vegetables, potatoes, etc. But for a single guy living alone who needs an easy dinner, it's perfect! Thank you TGTG and restaurants who take part! You've saved my waistline and wallet!"
	"I've been feeding my family with stuff from Gopuff and M&S (BP) this summer as I can usually pick them up regularly. Our freezer is full of meat and fish which we eat a lot of and were having to cut back on due to cost before we started using the app. As I get a bag a few times a week, it's normally varied enough to make some well-rounded meals."
Tips to get good bags	*"The trick is to learn what exact time they go up and get them the first couple seconds they're available. I have an alarm set up for that purpose on my phone. And you'll wanna have Apple Pay or a similar fast payment option already set up and ready to go."*
	"Just checked my phone, and I've used it 98 times in the last ~18 months. After a while, you sort of get a feel for good spots and bad spots."
Manage expectations	*"I am so bored of people whinging about what's in their bag. The main concept of TGTG is to reduce food waste. You have to be comfortable that you may get 15 lettuces, or nothing that remotely resembles a meal, or things you don't like - the idea is what's left at the end of the day. Spoiled food is different sure, as that should be binned, but otherwise honestly if you aren't ok with potentially getting stuff you don't want then just don't buy 🥴"*
	"So tired of seeing seeing people post oh got this .... from .... for £........... and feeling disappointed. *These are bags made up of leftover items the idea is to save on waste, and the customer gets a bargain.* *Some bags will be mega, some bags not so much.* *If you are a picky eater or a fussy sod don't use the app.* *If you're expecting stuff you are gonna love every bag your expectation needs adjusting.* *As long as your bag contains more than the bargain price you paid get over it."*
Freeze and store excess food	*"Now some of those goods I wouldn't normally eat or buy but I made them work, using Google I asked the questions: what can I make with ....? Can I freeze ....? I learned so much about what I could or couldn't freeze and got some great ideas of what I could make."*
	"If we get a bakery bag, stuff freezes very well and it comes back out from the freezer with little change to the quality."
Share or donate food	*"Guys, if you don't like something, it doesn't mean you have to waste it! Knock on a neighbor and see if they like. Download the Olio app and post on there. There are many options other than to throw it in the bin..* *you are still a part of the food waste issue!!"*
	"Take the cheese out of the wax and freeze it, they make good additions to sauces, etc

	or we put them in the centre of homemade burgers. So if you can't eat them freeze them and pass them on when you can."
Swap food	*"My family do [swaps] nothing wasted at ours. I don't like a lot of sweet stuff (thank you Greggs x) my grandchildren like to get sweet treats so I have baguettes for lunch."*
	"My neighbors can't take pork, so they share the food with us."
Try new recipes	*"I'd love that bag good weather for a creamy mushroom soup, bread and butter pudding, frozen sprouts and banana bread.* *I always slice and freeze mushrooms, which makes it so quick and easy when you need some for cooking, just grab a handful and chuck them in a pan! 🙂"*
	"The bread if you run under the tap and bake it'll be like fresh, I do it all the time with stale bread."
Plan meals	*"The mushrooms you can make a soup or stock out of some and plan some meals around them the next couple of days."*
	"The sandwiches me and hubby will eat tomorrow, the steak slices will freeze for later in the week along with the bread and muffins which we can defrost in batches for toast and bacon butties at the weekend! The mangetout and fruit will still be good for the next couple of days and I'm pretty sure the cheesecakes will be fine to tomorrow too! Unless it's meat I don't mind eating things a day past their date ☺"
Try other apps	*"Download the 'OLIO' app to save food and other items from going to landfill. Sometimes in the 'Magic bags' you receive items that you do not eat.* *It's a great free app and you can often find things that you need from it."*
	"My area in PA recently got Flash Food for grocery stores. *Short-dated products or produce that's gonna turn, sold at a discount. For my local Giant, you buy in the app, go to the freezer at the front of the store that says flash food on it, grab your stuff, confirm with customer service, and go."*

The store's perspective

Themes	Supporting quotes
Bag content	*"Hi everyone! Greggs employee here! I see lots of people posting about how upset they are with their Greggs bags, but I find the ones that are really big are from stores that are usually pretty quiet, the standard things to go in the bags are allocated by head office and usually go along the lines of 1 four-pack of sausage rolls, a pack of donuts and a sandwich/baguette, depending on what's sold and the limit allowed, it's really not the shop not bothering or wanting to."*
	"While I always try to make a meal up for our bags, knowing that's what I like good variety, this can also be difficult as you can be left with 6 loaves of bread or 10 croissants or 6 slices of the same cake, 20 tuna melts. *Remember ultimately it is to reduce the food waste, food that would be going in the*

	bin at closing time."
Bag cancellations	*"As a vendor, you set up schedules on the TGTG app to allow people to purchase them. You aren't sure what waste there's going to be at that time and can only make a guesstimate based on your average day/week. Sometimes the items sell throughout the day and you are left with not enough waste …. Which is great right because this is the whole point, reduce waste?! 🤔…. to meet the price requirement so then you are left with a situation where you have to cancel the bag/ bags sold."*
	"Our store has a lot of different days, some super busy and some quiet, however last week a lady came in at 9 am and bought all of our donuts so we had none for the TGTG bags but that's completely out of our control, please don't feel down if you don't get much in your bags, we go by the rules and try our best ❤️"
Benefits for the store	*"TGTG charges £4 for our bags. We get charged £1.09 plus VAT per bag sold. And £39 plus VAT a year.* *We also support a local food bank by giving regular meals to families in need. We prioritize these families over the bags. We don't make money on the bags."*
	"Whenever I go in to pick up my order, they always tell me to take 3 sitting on the counter display. I did it a few times and there were always few left. I said "Must be popular" and the owner told me they're essentially using the app to get new customers to physically come into the store, see the menu and other items on display. Smart!"